

# LIFE

BEGINNING IN THIS ISSUE  
THE THIRD VOLUME OF  
WINSTON CHURCHILL'S  
WAR MEMOIRS

COLLEGE FRATERNITY  
11 PAGES OF PICTURES

EVA GABOR

FEBRUARY 6, 1950 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00





*Cold clear to the floor!* More cold space for your dollar! New beauty, new usefulness, more convenience than ever! A place for everything that needs refrigeration! Model MM illustrated is an "11" with 50-lb. Frozen

Food Chest... "Cold-Mist" Freshener... the new *cold* Super Crisper Drawer. Choose from 9 beautiful new Kelvinators at your Kelvinator dealer's now. You'll find his name in your classified phone book.

Right in place of your pre-war "6"—

**11 to 12 cu. ft. of cold space!**  
with giant Frozen Food Chests  
in new, 1950 Kelvinators!

Only Kelvinator, pioneer for 36 years, could bring you this great engineering "first." In 1914, Kelvinator pioneered automatic electric home refrigeration. In 1936, the first across-the-top Frozen Food Chest. In 1947, the first refrigerator *cold clear to the floor*. Now—in

1950, another engineering triumph... 11 to 12 cu. ft. refrigerators in the floor space of pre-war "6's," bringing you greater food-keeping usefulness and convenience than you've ever known before!



**FREE!** Beautiful folder showing complete Kelvinator line. Write: Dept. FL, Kelvinator, Division of Nash-Kelvinator Corp., Detroit 32, Mich.



**Giant Frozen Food Storage!** Up to 80 lbs. capacity (50 lbs. in model illustrated). You'll save store trips, time, and enjoy finer meals. The door is of Polystyrene, the beautiful new wonder material that is white all the way through. It won't discolor!



**Wonderful "Cold-Mist" Freshener!** Your salad greens, left-overs... even bread and cake—keep fresh for days and days. The Polystyrene doors add new beauty. Polystyrene is unaffected by food stains. It won't absorb or transmit food flavors.



**New! Mammoth Crisper Drawer!** More than a bushel of useful space! It's *cold* space—the same temperature as the space above! For fruits, vegetables and beverages! Beautiful Polystyrene front panel. Hard and smooth—easier to clean.

Look for this emblem.



Awarded to "5-Star" salesmen of Kelvinator dealers... it assures you the highest standard of courteous, helpful service!

**Get the Space...  
Get the Beauty...  
Get the Buy!**

**Get Kelvinator**

**THE OLDEST MAKER OF  
ELECTRIC REFRIGERATION  
FOR THE HOME**



# New B.F. Goodrich

## "Rythm Ride"

GIVES YOU MORE COMFORT

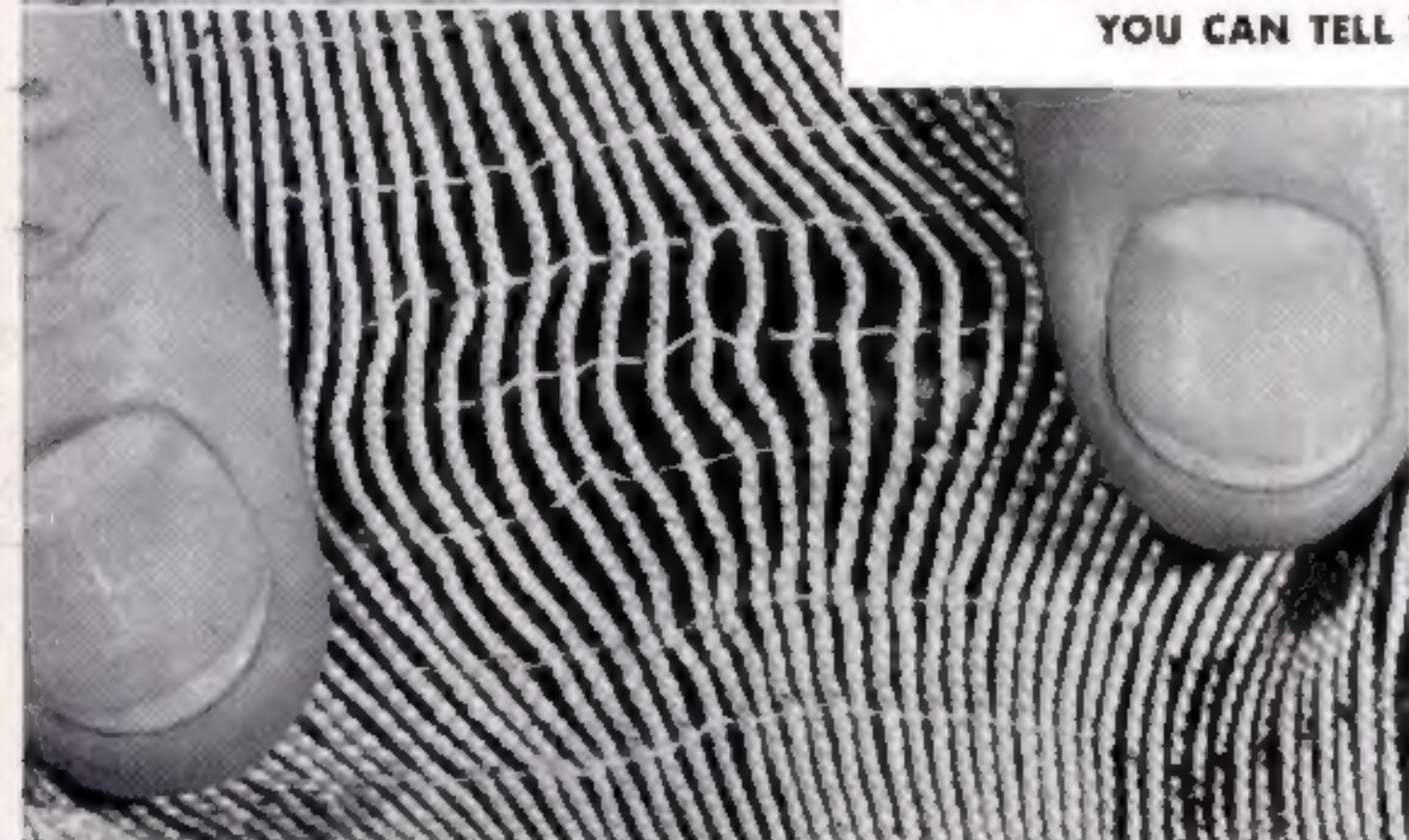


GREATER SAFETY

LONGER MILEAGE



IF YOU CAN TELL WHICH TUG-OF-WAR TEAM IS BEST,  
YOU CAN TELL WHICH TIRE IS BEST.



### "RHYTHMIC-FLEXING CORDS" MAKE THE DIFFERENCE!

B. F. Goodrich cords (at right) have NO CROSS THREADS to shackle their action. Unlike most tire cords (above, left) BFG cords are sealed in rubber, perfectly spaced, under uniform tension. There are no "slacker cords"; no overstrained cords. No bunching or gapping. No uneven action.

Because they flex in rythm, B. F. Goodrich cords carry the impact from one to another. All share the load *equally*. All work *together* to resist road shock for more blow-out protection. To cushion the bumps for more comfort. To share the wear for more mileage. To give you a "RHYTHM RIDE"!

Ask your B. F. Goodrich retailer to *show you* this great difference in tires.

#### COLD RUBBER, TOO, FOR EVEN MORE MILES!

B. F. Goodrich Silvertown treads now contain the new longer-mileage cold rubber—pioneered by B. F. Goodrich in 1941. Get "rythmic-flexing cords" in the tire body and cold rubber in the tread—both at no extra cost! Buy *now* for an extra-big trade-in allowance on your tires. Small down-payment, convenient terms.

The B. F. Goodrich Company, Akron, Ohio.

ONLY B. F. GOODRICH GIVES YOU "RHYTHMIC-FLEXING CORDS" IN EVERY TIRE FOR EVERY PURPOSE.





## Delicious...homemade CHOCOLATE COVERED COCOANUT BARS

- 1 cup packaged, sweetened moist coconut (chopped fine)
- 2 cups granulated sugar
- 3/4 cup fresh sweet milk
- 1 tablespoon light corn syrup
- 1 tablespoon dairy fresh butter
- 1 teaspoon vanilla
- 2 tablespoons marshmallow
- 1/4 teaspoon salt
- 1 lb. semi-sweet chocolate

Stir sugar, corn syrup and milk in saucepan over fire till dissolved. Cover and cook to medium soft

ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in coconut and form into bars. When cool, cover with melted semi-sweet chocolate. Makes 16 bars.

NOTE: This is a special recipe for home use.



*But why make them yourself—  
when nobody makes Coconut Bars  
better than Welch!*

### Something New! Welch's JUNIOR MINTS!

You'll love Junior Mints...the miniature chocolate covered peppermint patties! Look for the 5¢ box at your candy counter. Also available in large-size economy packs.



REACH FOR A

**Welch's  
COCOANUT**

5¢



S-M-O-O-T-H

creamy coconut center, generously coated with thick, dark chocolate. Good? You'll say it is!

NOBODY MAKES THEM BETTER THAN **Welch!**



# It's TRUE what they say about Dickie's



"Dickie's Shirts and Pants have extra strong seams for extra long wear." Dickie's safety-stitched seams are 50% stronger than ordinary seams.



"It's easy to press Dickie's Shirts and Pants out smoo-o-o-th." Even the waistband lining and the pants pockets are Sanforized.



"Dickie's help keep a man looking good on the job." You feel good too, when you're dressed right for work.



Dickie's patented Easy-Alter Outlet makes it quick and easy to let out waist and seat 1½ inches. No stitching required.



"Dickie's Shirts and Pants are made for men of action." There is lots of free-swinging action in the sleeves and shoulders.



## DICKIE'S WORK SHIRTS GIVE YOU . . .

Fit-Perfected looks and comfort.....modified form-fit pattern.

Roomy, smooth fitting shoulders.....natural 15-degree slope.

Correct fit for your build.....3 sleeve and 3 tail lengths in every collar size.

## DICKIE'S WORK PANTS GIVE YOU . . .

Foot-deep pockets.....Sanforized boatsail drill that never shrinks out of shape.

Extra service and comfort.....Wear-N-Forced Seams, Sanforized waistband lining.

Correct fit for your build.....All waist sizes and leg lengths in correct proportions.

To look better . . . feel better on the job . . . ask for Dickie's Shirts and Pants at your store

Write for the name of your nearest Dickie's Dealer.

**WILLIAMSON-DICKIE MANUFACTURING COMPANY**  
Fort Worth                      New York                      Los Angeles

### COLORS:

ARMY TAN  
FOREST GREEN  
SILVER GREY  
TEX GREEN

*Completely Sanforized*

DICKIE'S MATCHED UNIFORM WORK SHIRTS AND PANTS



Why eggs taste better  
when you use this toaster!



See the General Electric Automatic Toaster at your dealer's. \$21.50\*

**New General Electric Automatic Toaster pops toast up  
or keeps it down till eggs are ready**

**Toast pops up or waits for the eggs!**



Breakfast tastes better when it's timed right. Have your toast now or later—the General Electric pops toast up or holds it down until your breakfast is ready!

**Every slice as you want it!**



Set the control for your favorite toast—light, medium, or dark. The General Electric makes every slice the way you want it, whether you toast one slice or twenty!

**Quick and easy cleaning!**



This General Electric Toaster has a Snap-in Crumb Tray that can be cleaned in a few seconds! Snap it out, brush it off, soap it in. General Electric Company, Bridgeport 2, Connecticut.

\*(Incl. Fed. Exc. Tax) Price subject to change without notice.

**"Toast to Your Taste—Every Time"**

**GENERAL  ELECTRIC**

## LETTERS TO THE EDITORS

### THE DARK WINE OF GENIUS

Sirs:

Congratulations on your article "The Dark Wine of Genius" (LIFE, Jan. 16). Robert Coughlan has done a superb job of bizarre biography and has presented as well a controversial issue which goes beyond modern art into human tragedy. . . .

FABIAN BRADBURY

Cambridge, Mass.

Sirs:

I am only a young housewife, but the story of Utrillo and his past has touched me so deeply that I could not help but feel the longing and hurt that this man must have felt himself. It is truly a wonderful story.

MRS. E. COOPER

Montreal, Canada

Sirs:

. . . I found the article as haunting as a scene from *Hamlet*.

HAROLD IGO

Anna Maria, Fla.

Sirs:

Again you've dug up a queer duck—Utrillo. The paintings are magnificent, but the man! Or do you have to be that kind of man to paint such works? Don't they have any normal people left in France?

N. G. VINCENT

Hutchinson, Kan.

Sirs:

What gave you the idea your public wants to wallow through a long, intimate story of a drunk with no redeeming attributes?

Don't dish up such muck for decent Yankees.

E. R. MURPHY

Chicago, Ill.

Sirs:

### TO THE SCHOOL OF PARIS

The American artist cannot hope to shine,

With those of Páree who were nursed upon wine,

For although he gets plastered he isn't a bastard,

Nor the father of bastards and can't get a line

In a big publication throughout our great nation.

He can't be a master—he courts not disaster,

Doesn't cut off his ear or do anything queer

O it ain't how you paint

Be it niggling or sloppy

If your life story only makes good enough copy.

EVELYN MARIE STUART

Chicago, Ill.

● Miss Stuart, *The Art Digest's* staunch defender of art conservatism, should watch for LIFE's March 20 issue, which will feature 10 pages of color on 19 young American artists.—ED.

Sirs:

. . . I think the picture of Utrillo was great, but the rest—Bah!

CHESTER L. MAXWELL, JR.

New Hope, Pa.

Sirs:

Farbman's haunting photograph of Maurice Utrillo was superb. This Rembrandt-like study arouses all the emotions that a fine painting would.

F. W. EDWARDS

Philadelphia, Pa.

CONTINUED ON PAGE 11

## FACTS ABOUT TOOTH DECAY

There are many possible causes of tooth decay — and just as many theories about preventing it. Almost all dental authorities agree that there is no such thing as a single preventive.

Most of the present theories about causes of tooth decay can be grouped generally as follows:

- (1) Bacterial theory.
- (2) Nutritional theory.
- (3) Functional theory.

Obviously no dentifrice can overcome possible nutritional and functional causes which may be the most important and which have to do with such factors as improper diet, especially in the early years of life, and with improper functioning of the bodily organs.

Dentifrice manufacturers and pharmaceutical institutions like Squibb have made available products which attack cause number 1, the bacterial theory.

Squibb uses a magnesium hydrate base in dentifrices to help neutralize mouth acids in which harmful bacteria thrive. Some use ammoniated substances to combat these bacteria. *There is no conclusive proof that one method is more effective than the other.*

Almost without exception, however, dentists recommend brushing teeth regularly with some form of dentifrice after every meal. For even though all do not feel that a dentifrice can help prevent decay, they know that dentifrices have other important functions . . . to improve the appearance of your teeth . . . to clean away food particles . . . to freshen your taste and breath. Squibb, for example, contains real mint as a refresher. It also contains the finest, safest polishing ingredient known. Purity and safety, of course, are of utmost importance. If swallowed, Squibb Dental Cream has a gentle antacid effect.

Remember . . . a good, reliable dentifrice may combat only *one* of the several possible causes of tooth decay. Seeing your dentist regularly for a complete check-up is still the best way to save yourself needless trouble, pain and expense.

## E·R·SQUIBB & SONS

*The priceless ingredient of every product is the honor and integrity of its maker.*







Test shoes show worn leather sole, left, and **NEOLITE** Sole, right.



**"H.D. got twice the wear...  
Now we all step on it!"**

SAY MR. & MRS. HAROLD MUNSON, OF SOUTH NORWALK, CONN.

"Outwears leather soles 2 to 1—our son proves it," Mrs. Munson reports.

"And I love **NEOLITE** for style," she adds. "So light in weight, so supple and dainty."

Mr. Munson likes **NEOLITE** comfort. "No breaking-in needed," he confirms. "And it's damp-proof, a real break on wet streets."

It's a *must* for the whole family! "Now we always look for the name **NEOLITE** on the sole," the Munsons agree.

ON NEW SHOES—FOR REsoles,  
AT THE BETTER DEALERS'!



"STEPPING OUT—we always *step on it*," say Mrs. Munson and daughter Gene. "Our dress shoes are a joy to wear with genuine **NEOLITE** Soles."



We think you'll like "The Greatest Story Ever Told"—Every Sunday—ABC Network

**NEOLITE**  
NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY  
**SOLES**

make any shoe a better shoe!



**MARK THIS MARK!**  
Without this name it's not the same! Insist on genuine **NEOLITE**!



TRY IT THIS WEEK END

# Don McNeill's <sup>Swift's Premium</sup> favorite bacon breakfast!



BE GOOD TO YOURSELF—  
TASTE MY SPECIAL  
BACON 'N EGGS  
McNEILL

AUTOGRAPHED RECIPES  
from Don's Famous Breakfast Club  
**FREE** AT YOUR DEALER'S

Here's a Breakfast Don goes for  
Your family will go for it, too!

FRUIT JUICE

SWIFT'S PREMIUM BACON 'N EGGS McNEILL  
(Autographed Recipe Free at your dealer's)

CORN MUFFINS STRAWBERRY JAM

DOUGHNUTS COFFEE



TUNE IN SWIFT'S BREAKFAST CLUB  
and start the day bright! ABC net-  
work, Monday through Friday, 9:15  
A.M. New York Time.



For brighter breakfasts—Don's or any other!—bring on *Swift's Premium Bacon*. Sugar-cured as Swift does it, and smoked a special way over hardwood fires, it's America's favorite brand—the kind with the *Sweet Smoke Taste*. Fine food stores everywhere are featuring Swift's Premium Bacon right now, and giving away Autographed Breakfast Club Recipes. Drop in and get yours *today*.

## Swift's Premium

THE BACON WITH THE  
SWEET SMOKE TASTE





## LETTERS TO THE EDITORS

CONTINUED

### TROUBLE IN LOS ANGELES

Sirs:

Los Angeles cops can't control gambling, just as you say in "Trouble in Los Angeles" (LIFE, Jan. 16). But they make a brave stab at it. Here is an example.

After hiding three hours in the bushes, vice-squad detectives broke into a home where some old folks were playing rummy. The cops ransacked



ARRESTED RUMMY PLAYERS

the house, found a jar of poker chips and arrested everyone on charges of gambling. Their trial is set for Feb. 8.

Incidentally the movement to recall Mayor Bowron, mentioned in your article, ran aground when 50,000 signatures were thrown out of court for technical reasons.

LUCILLE REES

Los Angeles, Calif.

### CLARK GABLE SAYS HE WAS NEVER ASKED

Sirs:

Returning from my wedding trip to Hawaii, I began catching up on my reading and started, of course, with

CONTINUED ON PAGE 14

For a carefree trip...



Go Pullman

COMFORTABLE, DEPENDABLE,  
AND-ABOVE ALL-SAFE!

© 1960, THE PULLMAN COMPANY

Please send



to \_\_\_\_\_ NAME

\_\_\_\_\_ ADDRESS

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ \_\_\_\_\_

Please Bill Me ☐

Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.

# Free Offer!\*

...to bring new glowing Beauty to your Hair!

## New Jergens Liquid Cream Shampoo



SOAPLESS...no dulling soap film! Combines all beauty benefits of cream and liquid shampoos. Contains Lanolin and other effective hair conditioners.



LEAVES HAIR SPARKLING CLEAN, soft, easy to manage. Instantly bursts into rich, creamy lather even in hardest water. Rinses out quickly, completely. The 49¢ "gift" bottle gives 8 treatments!

free\* with  
\$1.00 size  
Jergens  
Lotion

\$1.49 value—both for

89¢

plus tax

Offer good for limited time only—look for it at your cosmetic counter today.



Buy a regular dollar bottle of Jergens Lotion—the world's favorite hand care for soft, smooth, romantic hands—and you get 49¢ Jergens new Liquid Cream Shampoo FREE!—both for 89¢!

\*YOUR MONEY BACK! Buy this offer. Use the Jergens Lotion for 2 weeks. If not delighted, mail back to The Andrew Jergens Co., Cincinnati 14, Ohio. They'll return your money. Keep the Jergens Liquid Cream Shampoo as your free gift.





**JACKIE BARNES ARRIVES** with her attractive parents, Mr. and Mrs. Jack H. Barnes, at Los Angeles municipal airport, thrilled with anticipation of an exciting 10-day visit with famous Hollywood stars.



**SHE STARTS TO UNPACK** in her suite at the famous Beverly Hills Hotel, home of so many glamorous Lux Girls of the screen. Mrs. Barnes is having a wonderful time, too, sharing the experience of her daughter's prize-winning trip.



**EVEN IN HER EXCITEMENT** Jackie doesn't neglect her daily complexion care. "My Lux Soap facials are so quick and easy but they really work," she says—"leave my skin feeling so smooth."

# LUX GIRL GOES TO HOLLYWOOD



**THRILL OF A LIFETIME** for this young inlander, when for the first time, she dips her toes into the Pacific. Her first request on arrival in Hollywood: "I want to see the ocean!"

**Pretty Jackie Barnes, 15-year-old winner of national Lux Girl Contest, visits glamour capital of the world.**

Chosen from thousands of contestants all over the land, Jackie Barnes of Albuquerque, New Mexico, had the whirl of her life in Hollywood, which she visited as the guest of famous screen stars. The trip was the grand prize in the national contest conducted by Lever Brothers Company for the prettiest 15-year-old Lux Girl.

Pretty Jackie says Lux Toilet Soap gives her fresh natural complexion just the care it needs. "When I was out in Hollywood, I saw for myself why Lux Soap is called the beauty soap of the stars," she says. "Everywhere I went I saw Lux Soap—in the stars' dressing rooms and in their homes. 9 out of 10 are Lux Girls!"

In recent Lux Toilet Soap tests by skin specialists, actually 3 out of 4 complexions became lovelier in a short time. Let these facials work for you, too: Just smooth the creamy fragrant lather well into your skin. Then rinse and pat gently with a soft towel to dry. Now your skin is softer, smoother!

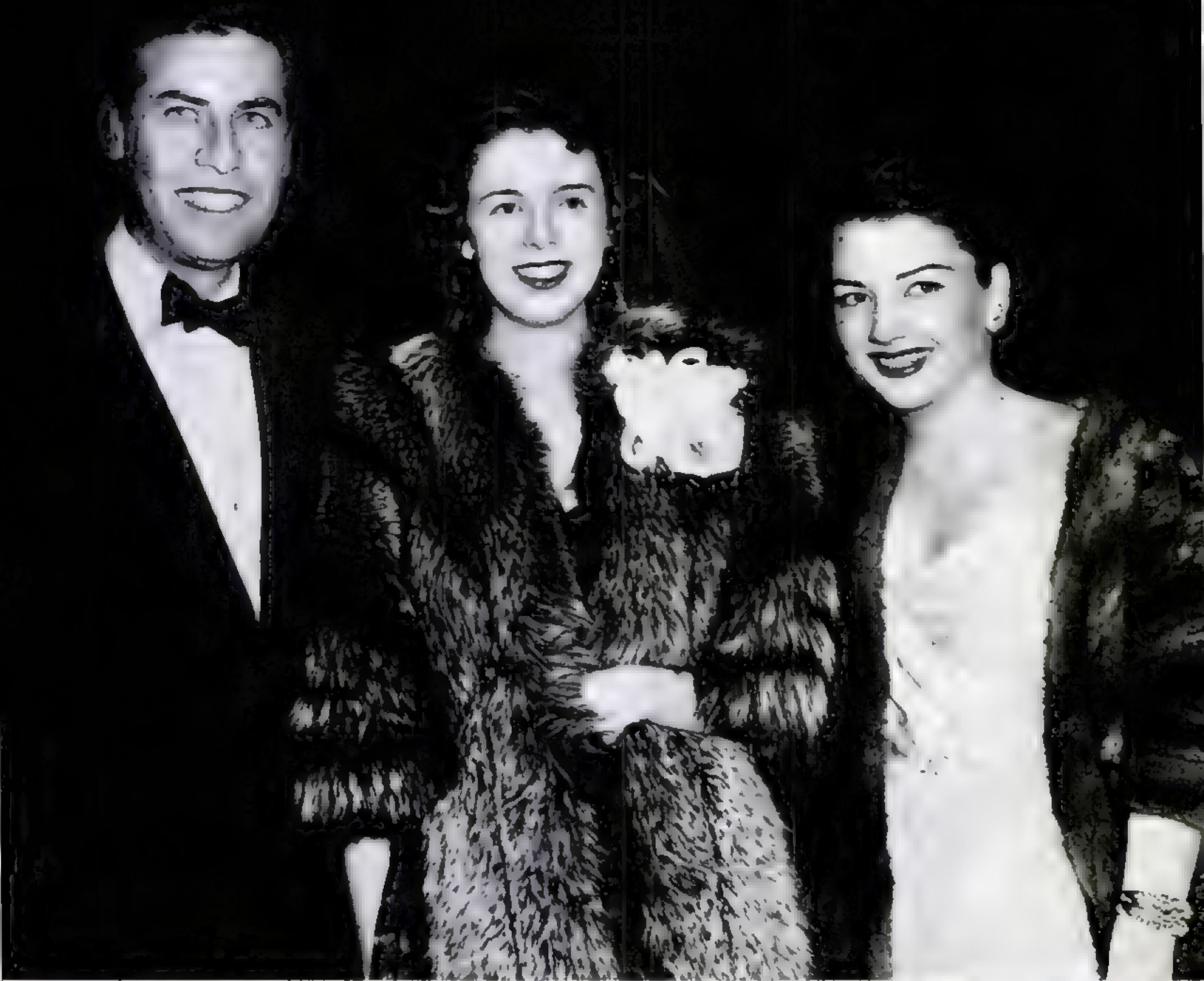


**LUNCH AT 20th Century-Fox commissary** with stars June Haver and Mark Stevens, judges who selected winner. June, a Lux Girl too, thinks Jackie prettier than her picture.



**THE BIG MOMENT**—Jackie broadcasts on the Lux Radio Theatre. Producer William Keighley proudly introduces this charming Lux Girl to a radio audience of millions. Jack Carson, Warner Bros. star, and June Haver smilingly stand by. "I've had a grand time, but now I'm going back to school," Jackie said.





**GALA NIGHT** Jackie is an honor guest at the 20th Century Fox premiere of Darryl F. Zanuck's production "TWELVE O'CLOCK HIGH" with John Hodiak and Anne Baxter. Dressed in her best dress from her fragrant Lux Toilet Soap beauty bath, Jackie is radiant with the young loveliness of a wholesome American girl.



**VISITING THE** renowned old missions of Santa Barbara is sure to make the history of her country a far more romantic subject when Jackie returns to high school.



**A DREAM COME TRUE!** Jackie gets a screen test. There's no one more critical than a cameraman, and Jackie's radiant Lux complexion wins enthusiastic approval.



**HERE'S THE** beauty soap Lux Girl Jackie Barnes. Like 9 out of 10 lovely screen stars, uses to keep skin fresh, appealing! There's a big bath size, too—so fragrant, so luxurious!



# Only GRO-PUP offers your Dog this "COMPLETE DINNER" Ribbon Food!



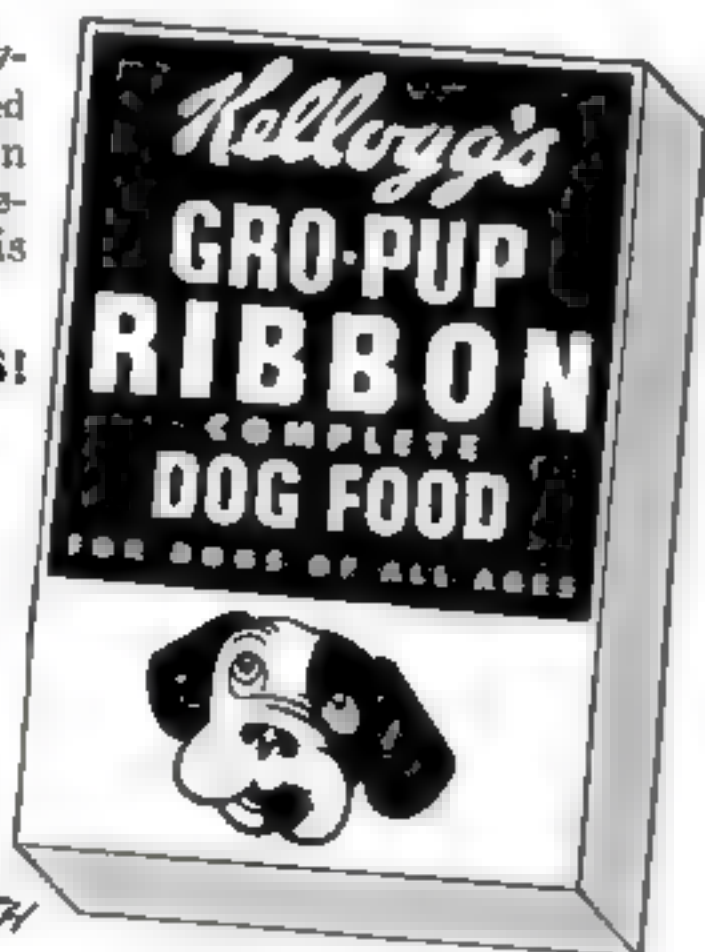
Keen! Lively! A well nourished dog acts like a pall

It's true! No other dog food gives your dog this complete nourishment in crisp meat-brown ribbons. Gro-Pup, alone, is so complete, you need add no meat, no other food. It supplies every known nutritional need for health... vitality!

Crisp, savory Gro-Pup is protein-rich from hearty meat meal, skim milk, fish, soya and cereals! Wholesome fat for sleek, glossy coats... calcium for strong bones... every vitamin and mineral dogs are known to need—all in this "complete dinner" food.

Thrifty to feed! You can save and save, serving Gro-Pup... up to 40% over most canned dog foods! And Gro-Pup is ready to feed in a flash! No mixing, no can openers, no refrigeration problem. Start your dog on this "complete dinner" food today!

FOR DOGS OF ALL AGES, SIZES AND BREEDS!



A SCIENTIFIC Kellogg PRODUCT

## LETTERS TO THE EDITORS

LIFE. I was flattered to see a picture of Mrs. Gable and me in LIFE. Congratulates (Jan. 9).

However, I must correct your statement that I said I have turned down 5,000 marriage proposals. This statement was never made by me and has no basis in fact.

This quote often crops up to embarrass me. To my knowledge I have never been proposed to by any woman.

CLARK GABLE

Culver City, Calif.

### YOUR EYES DECEIVE YOU

Sirs:

You say that the photograph of the tilted room ("Your Eyes Do Deceive You," LIFE, Jan. 16) looks rectangular "because in past the mind has associated rooms with rectangularity." Has the camera's past experience fooled it into photographing a rectangular room where there is none? If so, I will have to be more careful what I show to my camera.

MARK SEYMOUR

New York, N.Y.

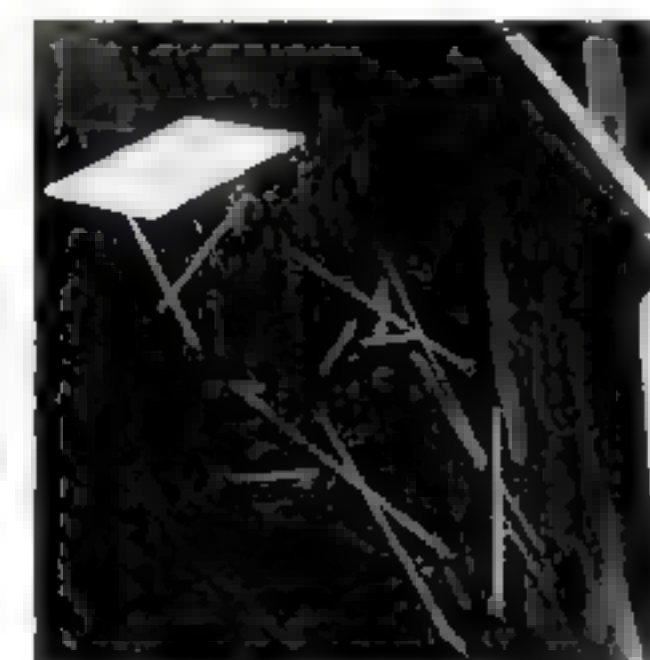
● The camera, like the eye, mechanically records images but does not perceive them. The human mind does the perceiving. The room "looks" rectangular to the mind even when the scene reaches the eye via the camera.—ED.

Sirs:

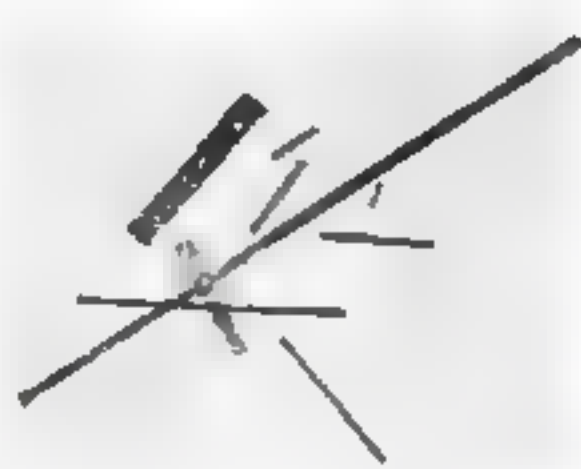
These visual experiments are the best justification for modern art. They justify distortion in art and the approach of the nonobjectivists. Compare your jumbled chair with the work of Malevich, the suprematist.

JOHN E. MERTES

Norman, Okla.



JUMBLED CHAIR



MALEVICH ABSTRACTION

### THE DU PONT REUNION

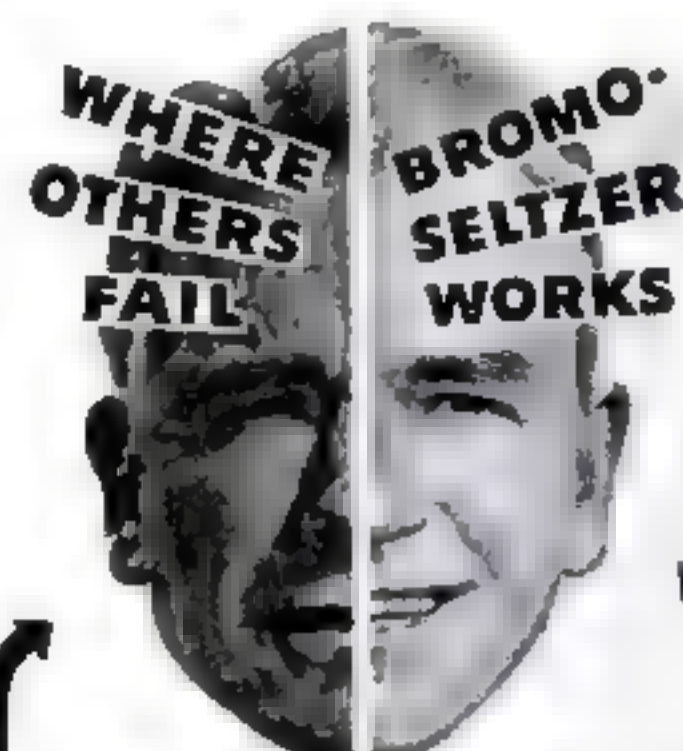
Sirs:

Ancient coming of Du Ponts ("Life Attends the Du Pont Reunion," LIFE, Jan. 16), the Newport Mercury for Jan. 7, 1800 says (in part):

"On the 2nd Inst. arrived here, the Ship American Eagle. . . . She had been detained in France. . . . [Her] Release is much indebted to the Exertions of Mr. V. [Victor] DuPont whose Attentions to the American Interest

## Fast help for HEADACHE

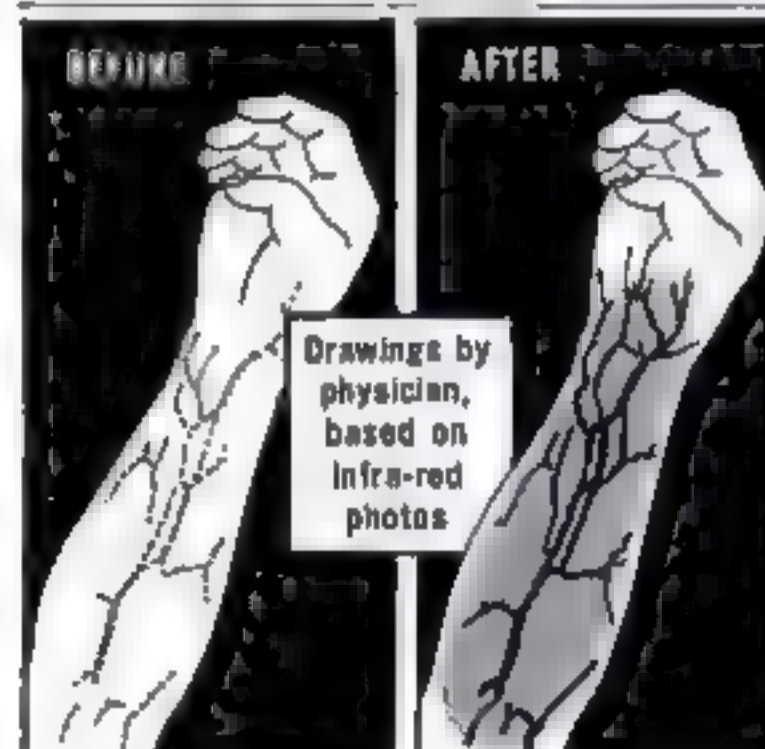
Upset Stomach • Jumpy Nerves



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



## HOW SLOAN'S LINIMENT AIDS MUSCULAR PAINS

Here's vital news for sufferers from muscular aches and rheumatic pains. Using infra-red rays, scientists have now succeeded in photographing blood-vessels below the skin-surface. These photos (see pictures above) prove that, after an application of Sloan's Liniment, the veins expand . . . evidence that the treated area gets extra supplies of blood, to revitalize tissues and wash away waste matter and poisons faster.

When you use Sloan's Liniment, you know that it is increasing the all-important flow of blood to the treated area, and that this effect extends below the skin-surface. No wonder Sloan's helps to bring blessed relief from rheumatic aches, arthritis pains, lumbago and sore muscles. No wonder Sloan's has been called "the greatest name in pain relieving liniments." Get a bottle today.

CONTINUED ON PAGE 17



# harlequin colors

brand new towel fashion with a bargain price-tag!

Here—in midwinter—to put your bathroom in a Mardi gras costume! You'll have a carnival with harlequin colors, for you can call the tune—mix high pinks with deep green, blend them with chartreuse! Save on the bill, too, because Cannon's built real value into every single inch of these smart stripe ensembles!

Today—Cannon leads the way with low, old-fashioned price-tags on the latest fashion in towels!

CANNON MILLS, INC., 70 WORTH STREET  
NEW YORK CITY 13



Citron Chartreuse, about 59¢  
Petal Pink, about 79¢  
Flamingo, about 98¢  
Emerald, about 1.39  
others from about 39¢ to 2.95



# Shortest Distance between two hearts

Swank and Frank's love story  
 Let's see how close SWANK and Frank  
 get when I will be at the end of the day.  
 Each of these two girls is far from the  
 end of the road and the end of the road.

Remember Valentine's Day, February 14th?

The King...  
 The Queen...  
 King of the...  
 Marching...  
 Marching...  
 Marching...

She prefer  
 SWANK

SWANK -





Mr. Spudnut says:

WHEN IT'S  
**COLD**  
*Outside*



Try  
**SPUDNUTS**  
& COFFEE  
*Inside!*



Light as the fluffiest cloud, vitamin-packed, quickly digestible, and a source of almost instant energy . . . the whole family will love the golden goodness of Spudnuts. More than 250 franchised dealers throughout the nation are waiting to serve you!

**SPUDNUTS** are America's finest food confection. Sold only in the genuine Mr. Spudnut bag, coast-to-coast, Alaska to Mexico.



Reg. U. S. Pat. Off.

**EXCLUSIVE SPUDNUT FRANCHISES AVAILABLE**

For full details on obtaining your own Spudnut business, write **FRANCHISE DIVISION, Pelton's Spudnuts, Inc.**, 1488 South State Street, Salt Lake City, Utah. Canadian offices: 1307 Burrard, Vancouver, B. C.

Spudnuts - sold only by authorized franchised dealers. Copyright 1950

## LETTERS TO THE EDITORS

—CONTINUED—

in France Merits the Thanks of Every American."

This clearly shows that the Du Ponts arrived Jan. 2, not Jan. 1, and that Du Pont wielded an influence in France unusual for a "political refugee," as *LIFE* called him.

ERICH TAYLOR

Portsmouth, R. I.

● The official Du Pont family history considers the arrival date as Jan. 1, 1800, although Pierre du Pont wrote in a letter to his wife that his ship did not actually land at Newport until Jan. 3. As to the political influence of the Du Ponts, Pierre, a brilliant economist and statesman, was elected president of the French Constituent Assembly in 1790 but later was saved from the guillotine during the Revolution's Reign of Terror only by the sudden death of dictator Robespierre. He escaped with his family in 1799.—ED.

### SMOKE-RING BLOWER

Sirs:

Not only are the pictures of William N. Patterson's smoke-ring blowing ("Speaking of Pictures," *LIFE*, Jan. 16) fakes, but his claims are ridiculous. His claim to be able to lasso a hat-rack at 20 paces is an insult to the intelligence of any smoker. A smoke ring will not hold together for more than 20 feet.

You once pictured some of my tricks (*LIFE*, May 20, 1940). I was then world champion. I still am. I am the only professional smoke-ring blower in the world. I can do everything with smoke rings that any person living can do and many things that no one else can do. I will prove my claim at any time or any place to anyone who questions it.

BEAT PICHEL

Cincinnati, Ohio



RING-BLOWER PICHEL

● Patterson, while admitting that the story should have said 20 feet not 20 paces, replied: "Pichel's fake cry of fake, his claim to exclusiveness and a world title are phoney. I blew smoke rings professionally in 1912, and am known locally as the world's best smoke-ring blower. . . . I challenge Pichel to a smoke trick duel in my new transparent plastic room."—ED.

Sirs:

If God meant man to smoke, he would have put a smokestack on him.

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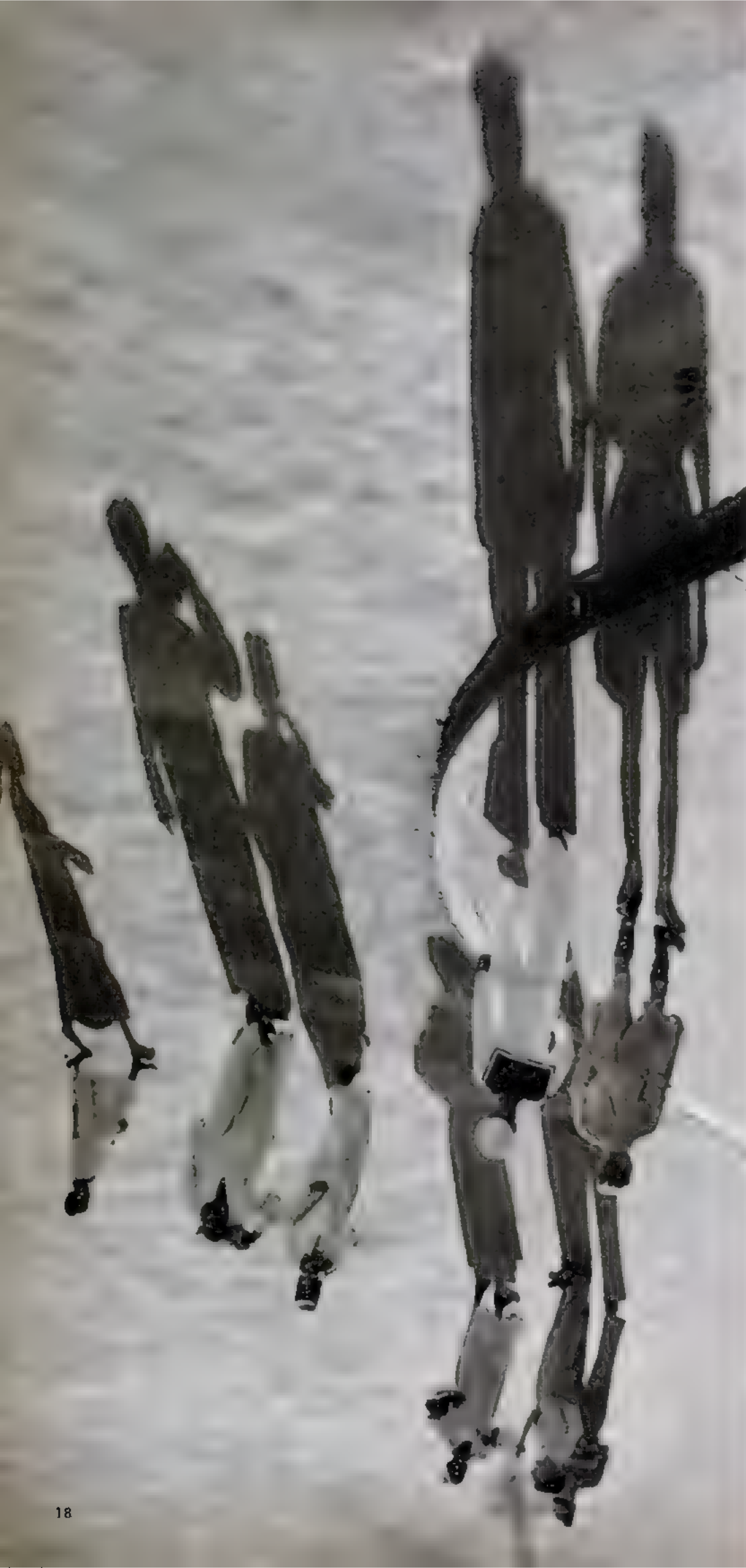


**\*YOU SHOULD**, because . . . (1) only the Amm-i-dent formula can show published proof that it actually *reduced tooth decay*; (2) sworn dental records show Amm-i-dent helped prevent cavities with 4 out of 5 users; (3) more dentists recommend Amm-i-dent than any other dentifrice.

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Amm-i-dent is available in Tooth Paste or Tooth Powder form





HEARSE RUMBLING ALONG THE BOULEVARD

# SPEAKING OF PICTURES

←PHOTO SUGGESTS SPIRITS LEAVING BODIES



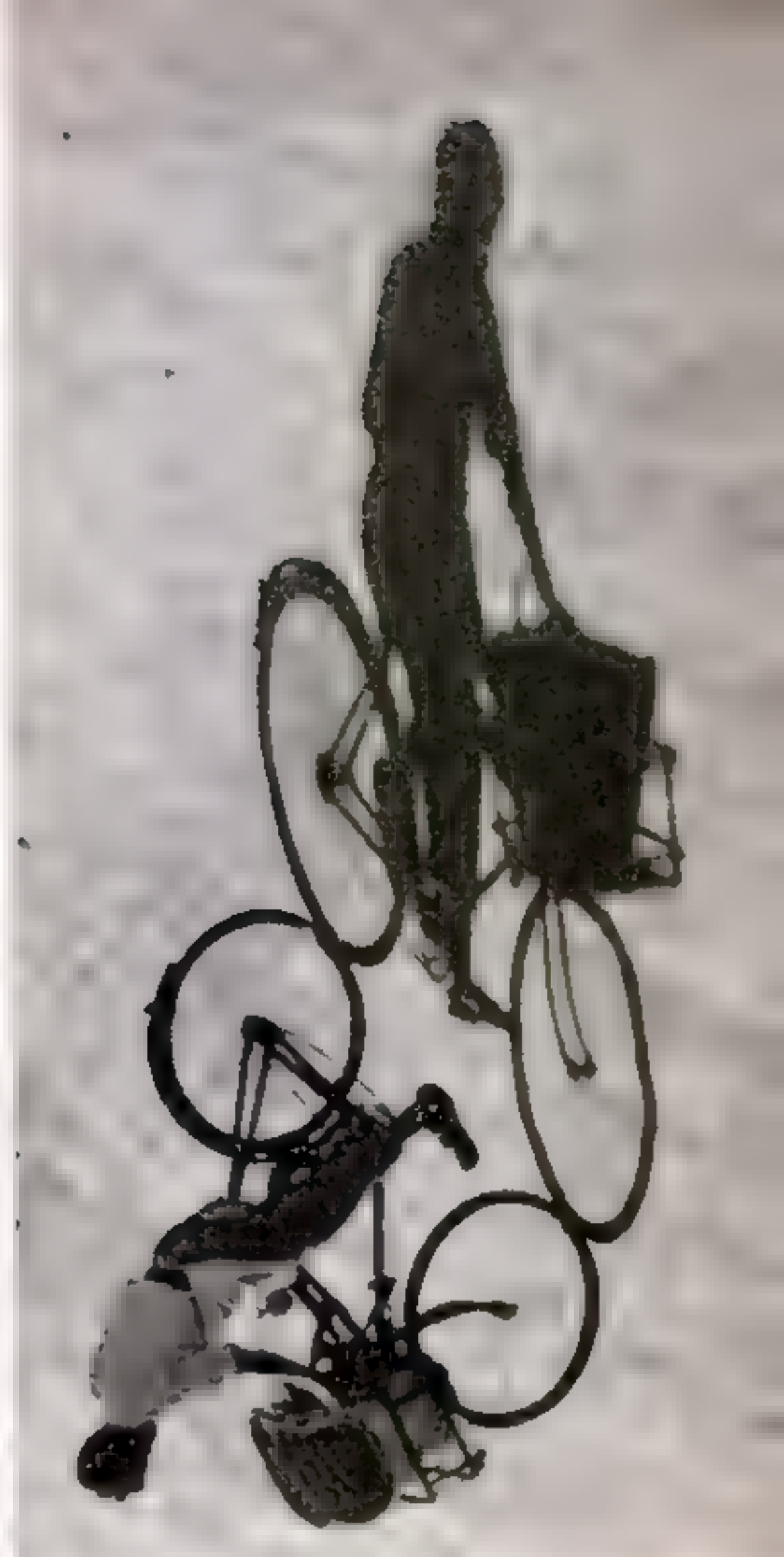


STRUCK THE PHOTOGRAPHER AS A PLAYFUL, SPRIGHTLY OBJECT UNCONNECTED WITH DEATH

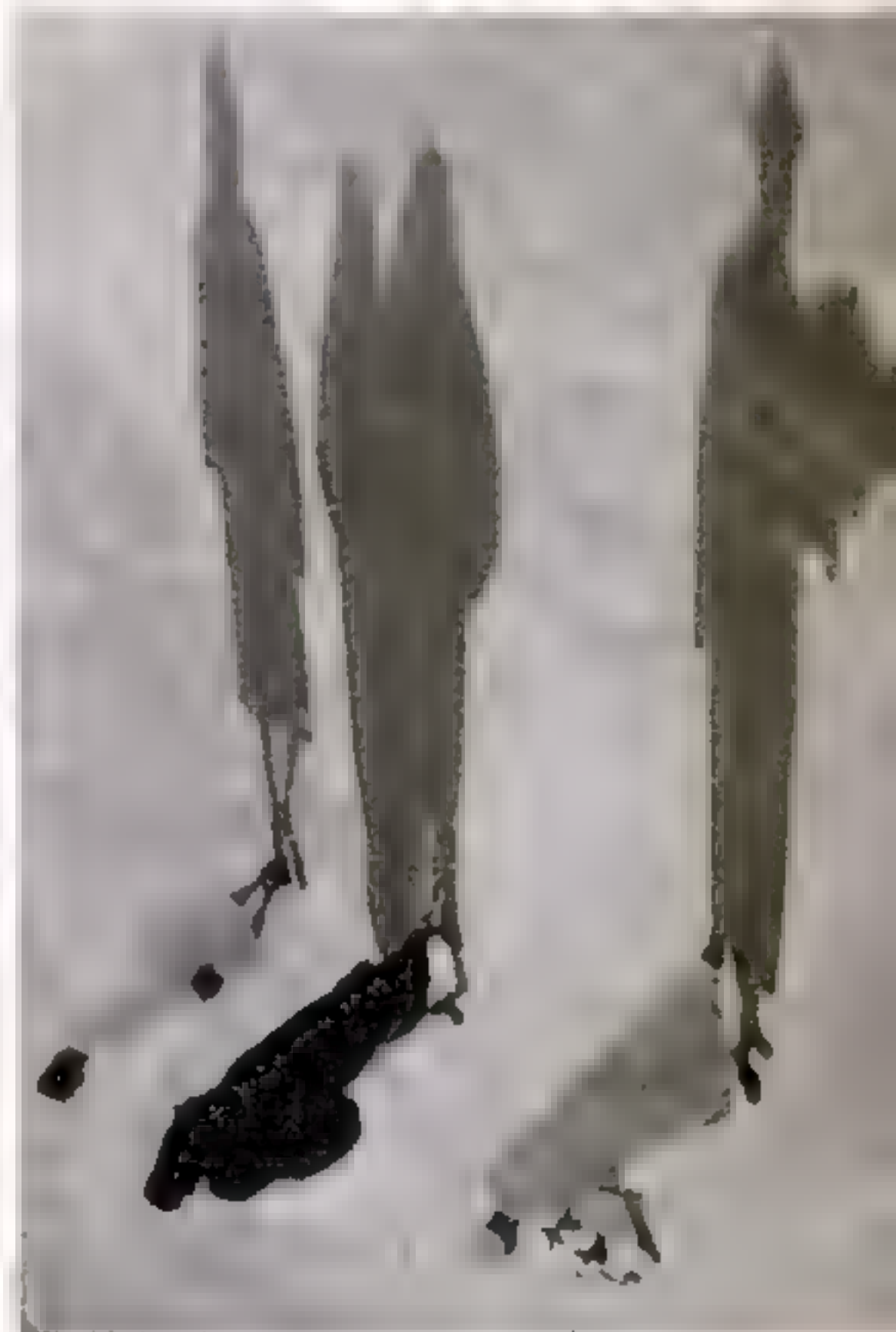
## Street shadows create a strange, upside-down world

Looking out the window of the Cecil Hotel in Alexandria, Egypt, just before dusk one evening, Photographer Tim Gidal was confronted by a bewitching sight. The figures and vehicles scurrying along the promenade below were virtually obliterated by glare from the sun setting low on the Mediterranean Sea. But standing out in sharp contrast to the strong white light were the shadows—gay, lively, dancing

shadows. Like a tableau from *Alice in Wonderland*, the shadows grew longer and shorter as the people stepped up and down curbs, disappeared suddenly as people went around corners. "Everything was distorted, not in ugliness, but in beauty," Gidal says. Holding his camera almost directly into the sun, he took the fanciful pictures on these pages. To return to the world of reality, turn the pages upside down.



**DELIVERY BOY**, nonchalantly pedaling his bicycle in front of Cecil Hotel, makes beautifully composed picture.



**TRIO CROSSING STREET** suggest by their shadows the elongated figures painted by El Greco and Modigliani



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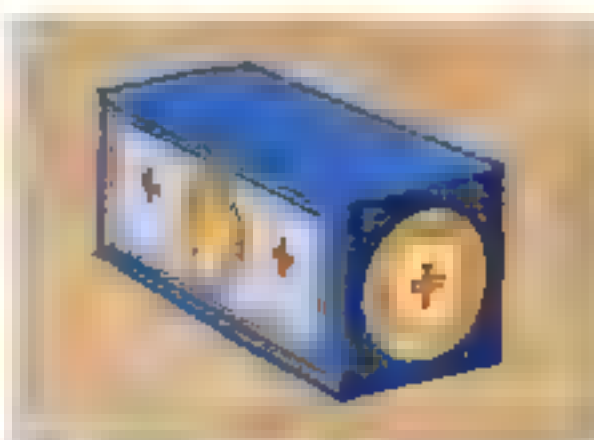


From an original oil painting by Gladys Rockmore Davis

*"Mommy always says you're safe when you use Johnson & Johnson"*



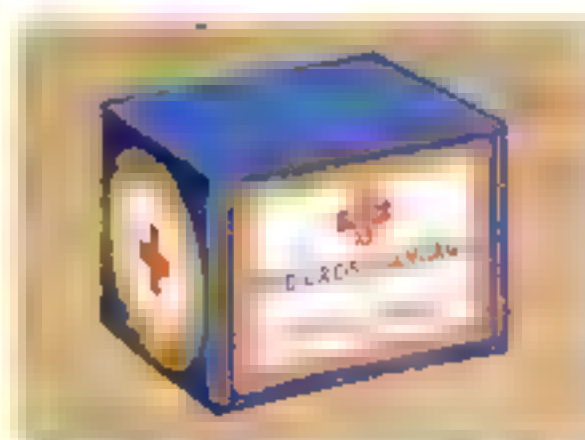
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## LIFE'S COVER

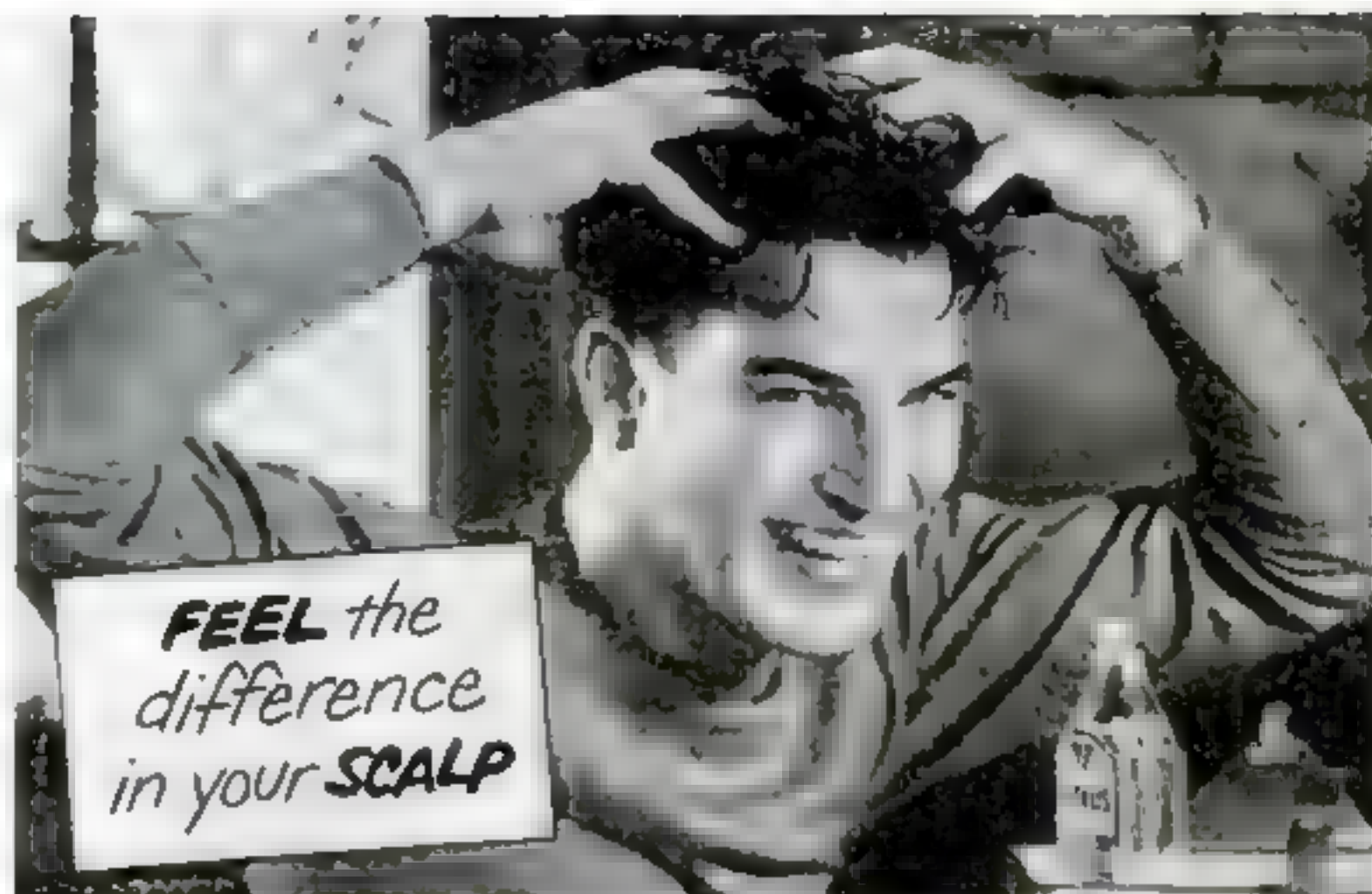
The recumbent beauty on LIFE's cover is Eva Ga-  
bor, who just made her Broadway debut in *The Happy  
Time* (pp. 107-113). Eva comes from Budapest  
where her sister, later the wife of Hotelman Conrad  
Hilton, was runner-up to Miss Hungary 1933. Eva  
ran away from home to join touring road shows and  
made her way, via Turkey and Poland, to Holly-  
wood. After acting a few minor movie roles, Eva  
came to New York last fall and in a CBS television  
show caught the eye of Producers Rodgers and  
Hammerstein. In their new play they gave her a  
modest part, but Eva's blend of homespun charm  
and Hungarian paprika will lead to bigger things.



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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT





ON A JAP-BUILT FORMOSAN AIRFIELD, WRECKED BY U.S. BOMBERS IN 1945, NATIVE LABORERS LAY A NEW STRIP FOR CHINESE DEFENDERS' FIGHTER PLANES

# FORMOSA GIRDS FOR A LONELY LAST STAND

The picture above was taken two weeks ago on Formosa, 100 miles off the Communist-held east China coast, and it reached the U.S. just as Tom Connally, chairman of the Senate Foreign Relations Committee said:

"... while Formosa is of strategic significance to the United States if in the hands of an enemy, in the view of the Joint Chiefs of Staff its significance would not warrant the use of our armed forces to occupy it."

This seemed to add a final seal to the China policy of the U.S. Department of State. Harry Tru-

man himself, heeding Dean Acheson's wish, had written off Formosa earlier in January: "The U.S. has no predatory designs on Formosa or any other Chinese territory," said the President. Now the Joint Chiefs were represented as singing the same sad song: Formosa must stand alone when China's Communists try to drag that last refuge of China's Nationalist government into the Soviet sphere.

But many Americans continued to believe that two vital questions about Formosa still deserved debate. The first was strategic: in the event of another war, will the U.S. need Formosa? The second

was moral: should the U.S., as an anti-Communist power, help maintain a center of anti-Communist resistance in China?

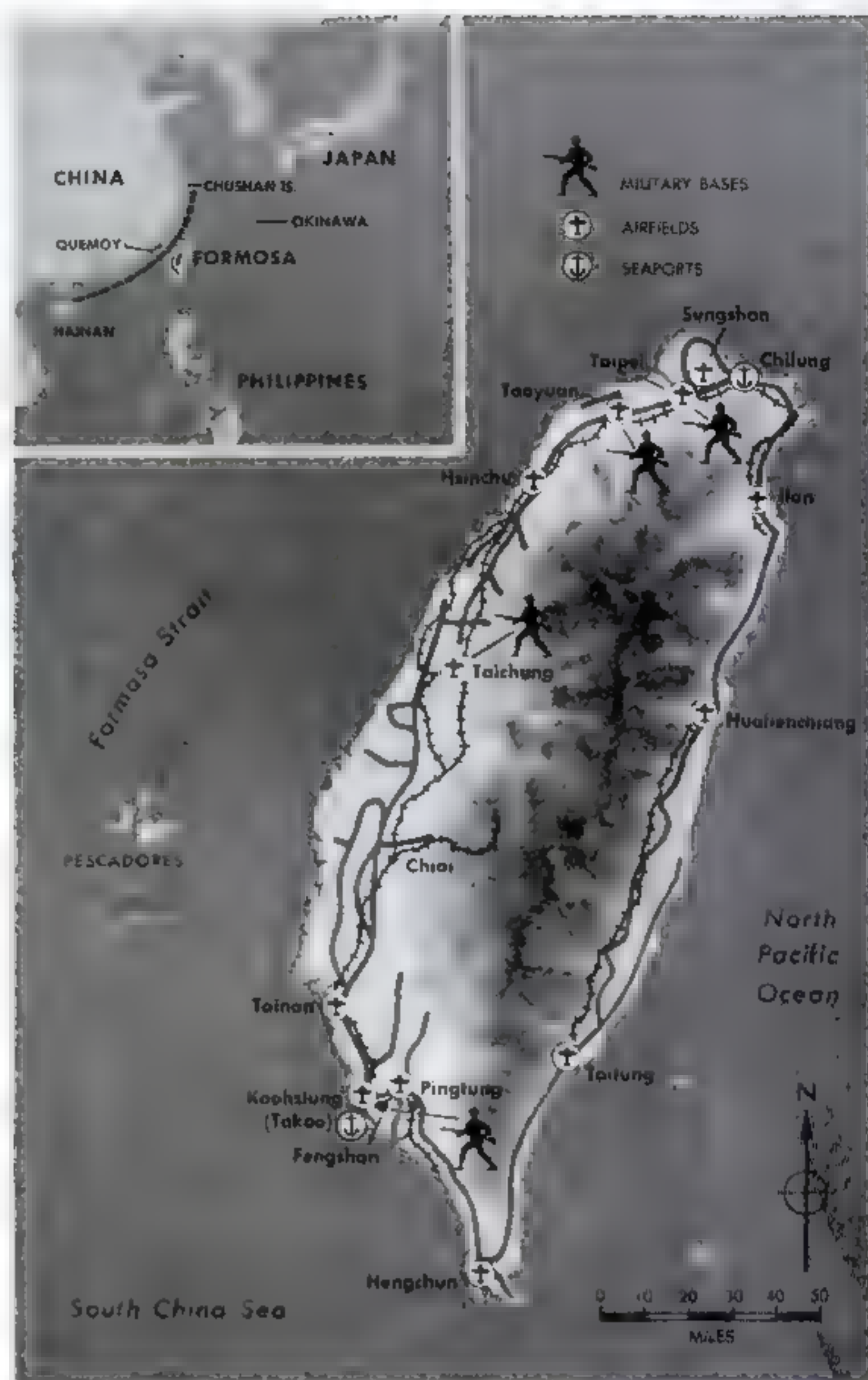
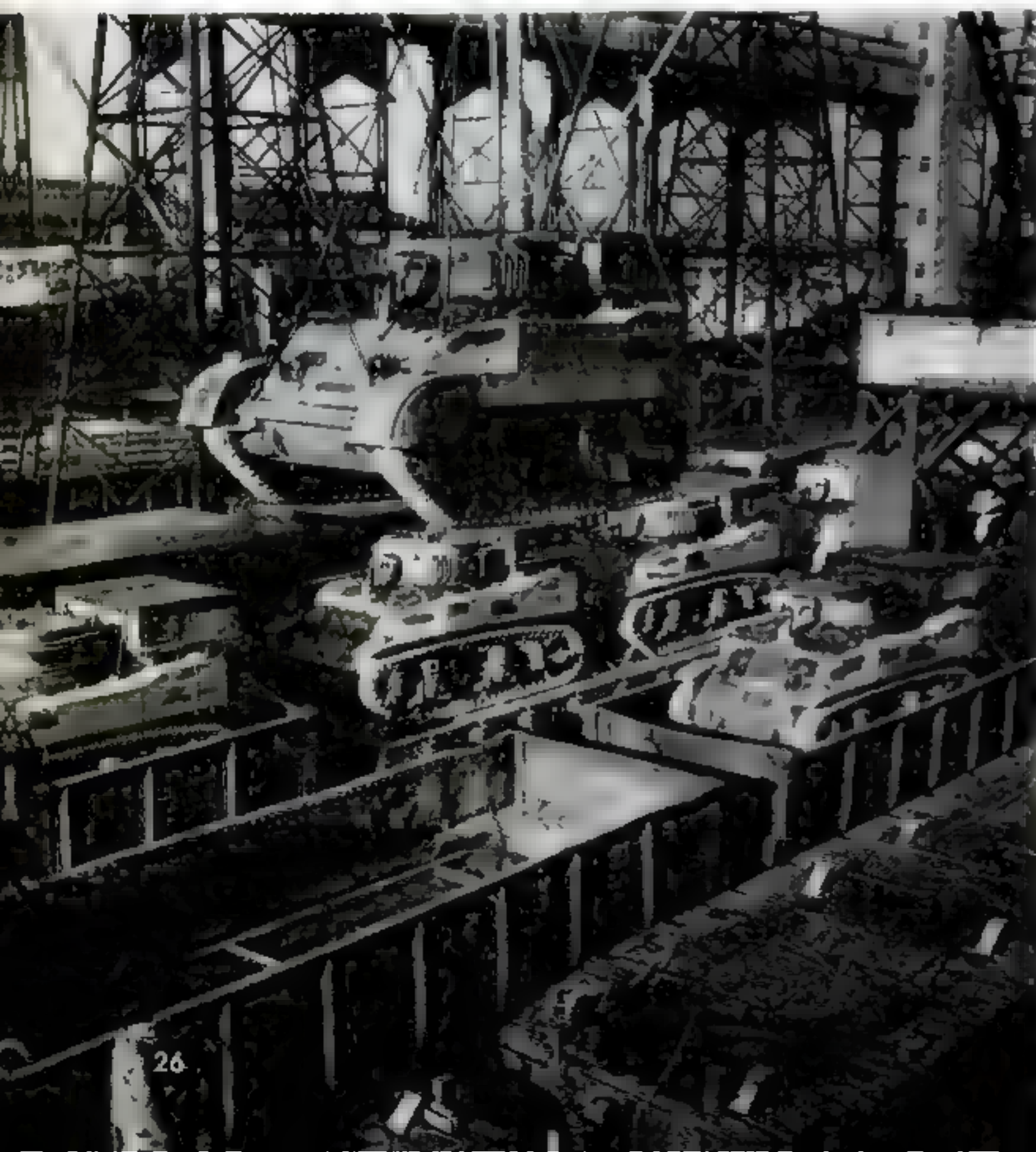
Visiting the island, LIFE Correspondent Carl Mydans found Formosa girding with surprising fortitude. He said that "if the Communists proceed to attempt a sizable landing and are kicked into the sea, the defenders' success will create pride and confidence in both the armed forces and Formosa's civilians, and a successful stand against this first great Communist amphibious assault might greatly alter present U.S. policy toward China."

BEGINNING ON PAGE 16 WINSTON CHURCHILL'S MEMOIRS RECALL THE YEAR OF THE GRAND ALLIANCE





**MEN AND WEAPONS** are being mobilized in the expectation of a Communist invasion, possibly as early as spring. The recruits above are conscripted Formosans whose enthusiasm in many cases surprised mainland Chinese. The American light tanks below, shown being loaded at Philadelphia, were sold to Chinese Nationalists for \$1,000 each.



**THE VITAL ISLAND** of Formosa lies, as inset shows, at the center of Nationalists' defensive arc. Larger map shows island's principal airfields and other military facilities.

## YOUNG FORMOSANS JOIN OLD HANDS TO HOLD "THE BEAUTIFUL ISLAND"

The green and mountainous island was named "Formosa," for "beautiful," by 17th-Century Spanish missionaries. When China's Manchus took it in 1683, they named it "Taiwan" ("terraced fields"). Japan brought more meaningful changes after 1895. Formosa became the empire's "sugar bowl." The Japanese built 2,000 miles of railroads, threw a fine highway around the island (see map), raised huge irrigated rice crops, built hydroelectric power dams, an aluminum industry, cement mills. Before Pearl Harbor, Japan also made Formosa a military bastion and from its 19 airfields covered the Philippines invasion. With costly naval and air assault the U.S. neutralized Formosa's air bases by January 1945. After that the Joint Chiefs, wary of Formosa's defenses, decided to paralyze Japan's flank by invading Okinawa instead. Under the Cairo conference it was awarded to China after victory in 1945.

For China's government, Formosa is the watery end of a bitter trail. In its capital, Taipei, are the beaten leaders who lost Nanking to the Communists, fled to Canton, then to Chungking, finally to Chengtu before giving up China's mainland entirely. On Formosa they are manning the last core of China's resistance, even in the face of discouraging odds. Many defenders' faces (opposite page) are well remembered by Americans. Others, like the young Formosans (top, left) on this page, have joined the last stand with greater willingness than the dispirited refugees expected. Despite old dissatisfaction with the Chinese, against whom they revolted in 1947, Formosans show no yearning for a Communist conqueror.





**GISSIMO AND MISSIMO** are reunited, for the first time since she flew from Nanking to the U.S. 13 months ago, as she arrives at the Tainan airport in mid-January. The

woman at left is the Russian wife of Chiang Kai-shek's elder son. Madame Chiang left the U.S. after an eloquent farewell speech pleading continued war against Communists.



**PREMIER IN EXILE**, ex-warlord Yen Hsi-shan (LIFE, May 9, 1949), mounts the front stairway of capitol at Taipei with friends. Yen once prepared to take poison if Reds took his mainland capital (LIFE, Nov. 22, 1948) but decided to live and serve nation instead.



**MAYOR IN EXILE**, Shanghai's K.C. Wu (LIFE, July 21, 1947), appointed Formosa's governor last December, brought many Formosans into island government.



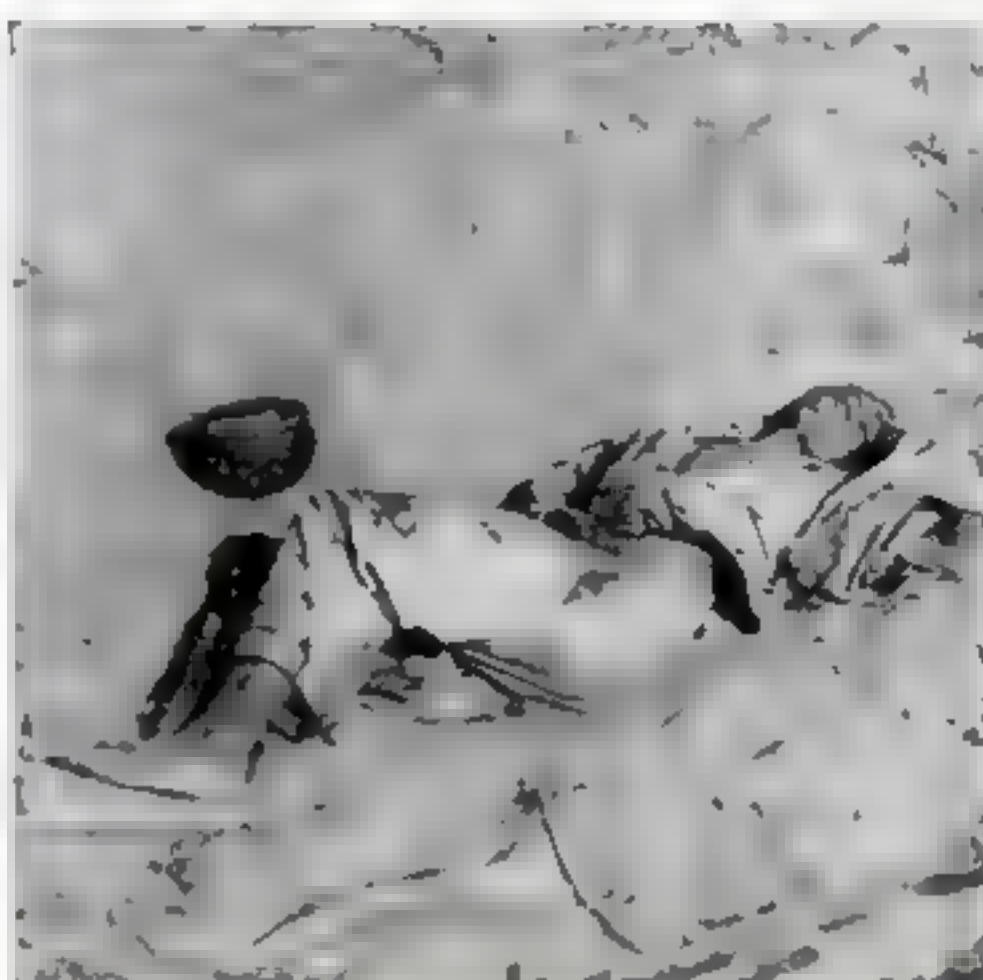
**CHIANGS IN EXILE**, the Generalissimo's sons, General Chiang Ching-kuo (left) and Colonel Chuang Wei-kuo, enjoy a family outing with their wives and one of Gimo's grandsons. Ching-kuo, once a Red, met Russian wife (right) while student in Moscow.



# NATIONALISTS REPULSE ONE INVASION AND PREPARE FOR BIG ONE COMING



**INVASION RAFT**, a triangular one-man bamboo float, was used by the Communists in a futile attempt late last year to capture Quemoy Island, 130 miles west of Formosa. Reds were slaughtered by thousands and repulsed.



**DEAD SOLDIER** lies in sand of Quemoy beach, where Reds hoped to teach their forces amphibious warfare. Nationalist defenders not only destroyed landing force but also captured 7,000 prisoners, who were taken to Formosa.



**DEAD PEASANT** shares the fate of the Red soldier. Observers of the Quemoy action said that the Communists sent peasants in as the expendable first wave to absorb defenders' fire, saved trained troops for the second wave.



**JOGGING ALONG A BEACH ON FORMOSA'S INVASION COAST**, A COMPANY OF YOUNG CONSCRIPTS HARDEN MUSCLES FOR THE TOUGH JOB OF DEFENSE THAT LIES AHEAD



**ON A BEACH** somewhere along the island's sandy western shoreline, conscripts string barbed wire during maneuvers. Sports uniforms are provided by U.S.-trained commander of Formosa's ground defenses, Sun Li-jen.



**IN A CANE FIELD** army bugler in camouflaged Formosa-made sun helmet blows the call to "charge." In the Chinese army bugles are blown loud and often. Their reveille shatters sleep of army and civilians for miles around.



**IN A SAIL LOFT** two native women repair canvas rigging for Chinese navy, which maintains several bases on Formosa. These women at the base at Tsuying cover their faces and arms to keep skin soft in heat of the workshop.



11 00000 11 00000 11 00000  
11 00000 11 00000 11 00000  
11 00000 11 00000 11 00000







ABOVE SUNKEN LAWN OF THE TREASURY BUILDING, A CROWD OF IMPROMPTU HUNTERS WATCHES THE FRUSTRATED FOX STALK AROUND LOOKING VAINLY FOR AN EXIT

## WASHINGTON FOX

Real one is pinched at the Treasury

Foxes have been notably successful in Washington, many having served in Congress and the Cabinet, a few in the White House. However all of these have had only two legs and less than one tail.

On Jan. 27 a fox with full equipment suddenly showed up, made a slight *faux pas* and promptly got into trouble. It was first seen on the corner of 14th

and L Streets crossing against a red light, a misdemeanor two-legged foxes have long since learned is dangerous to commit. Sure enough, someone called a swarm of squad cars and motorcycle cops which pursued the unfortunate fox onto the grounds of the Treasury building. There a crowd, including wide-awake Sid Zlotnick the furrier, collected to watch





HEADING TOWARD TREASURY BUILDING, DETERMINED FOX LOPES DOWN L STREET



ON LEDGE OUTSIDE TREASURY WINDOWS, BRIGHT-EYED ANIMAL GLOWERS AT CROWD



THEN, RESIGNED TO CAPTURE, IT CURLS UP IN CORNER OF AREAWAY AND WAITS



SUDDENLY IT DECIDES TO FIGHT AND SNARLS AT RESCUER. BUT IT BIT NOBODY

justice done. "It looks like a silver fox to me," said Sid, weighing his words, "but one thing which militates against it is that there are none in this area."

For a few minutes the fox stalked around the Treasury lawn, then holed up in an areaway under the window of Treasurer Georgia Clark. There it was cornered by a man from the Animal Rescue League,

who said he had no idea where it came from and took it away in a closed truck. (Later, the A.R.L. confirmed it was indeed a silver fox, origin unknown.) Thereupon the crowd dispersed and the two-legged foxes of Washington started back to work, dutifully waiting for red lights as they went, pleased that the nifty little upstart had been put in its place.

SAFELY CAGED AT LAST, THE FOX IS PUT IN TRUCK →







**BRITAIN'S BEVIN** dozes at Ceylon University convocation where he got honorary degree. A few minutes after ceremony he excused himself and retired to rest from heat.



**INDIA'S NEHRU** ponders question at garden press conference while journalists finish their cups of tea. He avoided discussing conference problems, spoke instead about India.



**CEYLON POLICE** hold back crowds trying to get closer view of Nehru. Ceylon's large Indian population mobbed or trailed after the prime minister whenever he appeared.



IN AN OUTDOOR HOTEL BALLROOM ON SHORES OF THE INDIAN OCEAN, DELEGATES

## COMMONWEALTH HUDDLE

In Ceylon its delegates dine and debate Communism

Although it has been a full-fledged British dominion for only two years, Ceylon for six days last month became a center of the Commonwealth. From Great Britain, Canada, India, Pakistan, South Africa, Australia and New Zealand, delegates came to the island's capital, Colombo, for a Commonwealth huddle on Asia. The heat (90°) and the fast social pace were almost too much for Britain's aging Ernest Bevin (*left, above*) but India's Pandit Nehru attended everything and enjoyed it all. With the other delegates, he ate mangoes and papaya, watched the dazzling Kandyan dancers and scurried off between sessions to explore the souvenir shops. The business of the conference—to work out a unified economic defense against Asiatic Communism—was complicated by the recognition Britain, Ceylon, Pakistan and India had just given to Red China. However Australia sponsored a plan to provide technicians and money to raise the Asiatic standard of living, and Bevin recovered long enough last week to hope that the U.S.—“a very generous country”—would be able to help out.





**DANCE IN THE MOONLIGHT TO THE MUSIC OF AN ORCHESTRA CALLED "SACHA AND HIS MAGIC STRINGS." DURING DAY HOTEL WAS SCENE OF OFFICIAL RECEPTIONS**



**BOTTLE TOWER** is built by Diplomat Malcolm MacDonald, Writer Sita Jayawardene.



**BABY ELEPHANT** begs for bananas held by Sir John Kotalawela, Ceylon's transport minister, at a garden party given by Sir John for the visiting press.



**KANDY DANCERS** from the city of Kandy perform 800-year-old ritual for the delegates.





**SEARCH FOR BREAK** in telephone and power lines is made by a line crew that has driven as far as possible

from its Paradise, Calif. base on a truck, and now travels on snowshoes along a snow-carpeted forest corridor.



**SLOGGING THROUGH WET SNOW**, A REPAIR CREW



**ICE BREAKER** with an aluminum hull forces a path through a ditch to restore water flow to powerhouse.





TRACKS DOWN A BAD BREAK IN HENDRICKS DITCH

## A WINTER BATTLE IN SNOWY SIERRA

**Crews fight to keep lines open  
in wake of California blizzards**

Whenever blizzards scream through the Sierra Nevada Range in northern California, two worries beset the men who man the hydroelectric plants in the mountains: one is that the ditches carrying water to the powerhouses will break or clog with ice; the other is that the lines carrying the power down to the cities will break. When a series of four blizzards dropped 40 inches of snow over the Pacific Gas and Electric Company's De Sabla Division last month, the power men had both kinds of trouble on their hands at once. While line crews set out by truck and on snowshoes to hunt for breaks in power distribution lines, other crews pushed through the deep snow to find and mend breaks in the water ditches. These were tough woodsmen, many of whom work for P.G. & E. in the winter-time for \$70 to \$80 a week, and for lumber companies during the logging season. Some crews tried a new technique for keeping the ditches open. By violently rocking an outboard motorboat (*left*), a two-man crew could break up as much ice in five minutes as eight men with chipping tools along the bank could cover in an hour. Last week most of the breaks in the division were repaired, and the crews waited for winter to strike its next blow.



**BREAK LOCATED**, linemen pass wire through fallen trees to point where it can be spliced and restrung. Trees

in foreground were cut down to prevent them from falling under their burden of snow and causing second break.





↑ **ELK HERDED** When this herd of 600 hungry elk, their natural forage buried by snow, came out of the mountains to nibble at the rich apple orchards near Yakima, the

Washington State game department was ready. It baited their Oak Creek refuge with hay, then sicked a helicopter (from which this picture was taken) on the elk to herd them back where they belonged.

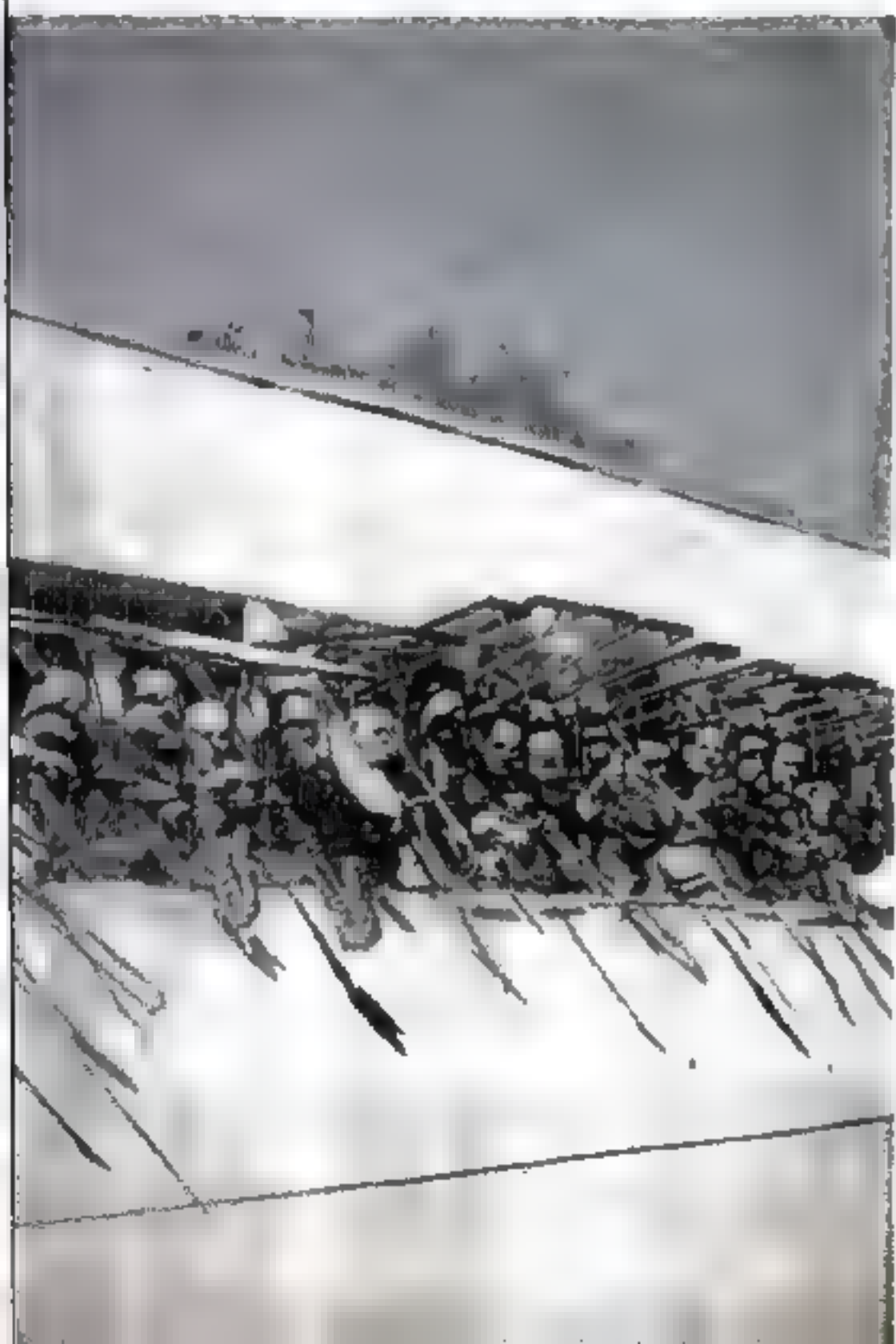
↓ **MUSICIANS HOUSED** Along Hollywood's Vane Street, some of the 14,000 members of Local 47 of James Caesar Petrillo's American Federation







of Musicians leaned out of their new \$750,000 office building during its 13-hour opening celebration. Their headquarters, plush as a movie magnate's office, have been paid for in advance out of their dues.



**KRUPP CREMATED** In Salzburg, Gustav Krupp von Bohlen und Halbach, whose fiery furnaces provided Germany with guns for two world wars, died at the age of 79. A friend of Kaiser Wilhelm II, an ad-



mirer of Adolf Hitler (*above, left* he gives the Nazi salute), he lived to see most of the once great Krupp plants blown to bits by Allied bombers and dismantling crews (*above, right*). In death Krupp's body was consigned to the flames of a crematory (*below*).





# THE GREAT REFORMATION

## FORTUNE APPRAISES THE RISKS AND WORLD TASK OF U.S. BUSINESS

This week we hail our sister, FORTUNE, and the job it has done on its 20th anniversary. FORTUNE observes the occasion with a February issue devoted to a single subject—"the relations between America and the world and more particularly between American business and the world."

The first thing that strikes us is the sheer amount and variety of American business being done around the world. Most Americans probably have the impression that U.S. capital is slow to leave safe home fields for risky foreign adventures, and that is true. Nevertheless the total of private U.S. capital invested abroad has increased by \$4 billion since 1945, and in countries and territories open to Americans hundreds of U.S. enterprises, big and small, are doing thousands of creative and useful jobs of development, manufacture and trade.

There's Tsumeb, for instance. Tsumeb is a town in South-West Africa where the Newmont Mining Corp., home address New York, has with British and South African participation taken over an abandoned copper, lead and zinc mine and in three years nearly doubled the profit earned in 33 years of previous operation. There's Westinghouse International, peddling 300,000 items at a rising profit in 123 countries and territories, and with its counsel to foreign affiliates conducting a sort of "international institute of higher electrical learning." National Cash Register has been doing an international business almost since it started in 1884, and from London to Tokyo has proved to its satisfaction and profit that non-Americans can catch and adapt the spirit and methods of American trade. This is, on the whole, a minority finding: the business adventures recited by FORTUNE are often adventures in adversity. There is Standard Oil of New Jersey, "by far the world's largest overseas oil trader," now trying to meet tougher competition by taking U.S. sales methods to Finland, Switzerland, Britain—and learning that Finns, Swiss and Britons do not take with automatic enthusiasm to American ways. Or there is Sears, Roebuck in Brazil, forced by import quotas and currency restrictions to supply its two new stores in Rio and São Paulo largely from Brazilian sources—and in the difficult process fertilizing an entire economy with new ways and new drives.

President Truman and his Point Four planners have a lot to learn from these and similar endeavors. However they have fared, American investors, managers and technicians who venture abroad have amassed a great deal of knowledge about the rest of the world and the difficulties of doing business in it and, in a way, for it. FORTUNE usefully sums up this experience in a realistic appraisal of what Mr. Truman's much misunderstood Point Four is and is not—of what it can and cannot be. The opportunities for technological aid throughout the world, especially in its "backward areas," are thrilling and real. But in any over-all sense Point Four is not and cannot be an instrument of rapid reform or a primary weapon in the conflict with

Soviet Communism. Point Four requires a long, hard pull over a very long road, toward goals to be attained not this year or next year but 10, 15 and 25 years from now. Nevertheless Government, meaning the Truman Administration, has a vital and immediate role to play in making sense of Point Four—a role that it has so far been remarkably reluctant to take on. Its primary role is to encourage (not force) the writing of sensible ground rules for U.S. private investment and enterprise abroad; to press for treaties and executive agreements which will give American enterprisers a fair shake and reduce avoidable risks to a feasible minimum. Then, and then only, will U.S. capital find the incentives for doing all that it eventually can do in and for the world.

Not that American enterprise and American ways will ever be easily introduced to the non-American world. A FORTUNE article entitled "European Business Is Different" tells just how tough things can be, and why. FORTUNE's report demonstrates a fact which is all too seldom made clear to Americans: the narrow, restrictive, defensive attitudes of European business are the consequences of European geography, history and culture, all the harder to eradicate because they are not simply the results of individual or national stupidity and stubbornness. Europeans, no less than Americans, are used to their ways and prefer their ways; quite humanly they tend to think that Americans who profess another way of doing business are hypocrites or worse.

What then is the prospect for American business abroad? Does it have something to offer and something to gain in a world which is, in so many fundamental ways, so "different"? FORTUNE's emphatic answer is—Yes. What the "American Business Economy" has to offer and what it has to do is discussed in a signed article by Henry R. Luce.

The task of the American Business Economy, says Editor Luce, is nothing less than "a vast Reformation in the world's ways of earning its living." The central qualities of the American Business Economy suggest that the task is not beyond its powers; that, indeed, the necessary Reformation is right down the alley of American business. We quote:

"... American business is a miracle of adaptiveness both in time and space. Not only does it adapt to social change, but also to foreign cultures. It is therefore a model instrument for the reformation of other economies; for far from imposing an alien pattern on them, it is constantly reforming itself from within. . . . The American Business Economy is the most productive known; it requires and supports freedom; and it both depends on and carries with it certain noneconomic values which render it morally valid. It is answerable, and insists on being answerable, to the moral consensus of the community it works in. And that is why, as it undertakes this world task of economic reformation, it deserves the enthusiastic welcome and support of all men of good will."

### METROPOLITAN MOVIES

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MOPEY DICK AND THE DUKE

"The water shortage has made me feel almost pleas about not doing the dishes."

## HOW TO SAVE WATER

The cartoon reproduced above puts us in mind of a suggestion which is offered without charge to the authorities of New York City. As everyone must know by now, the greatest city in the world is in the throes of a water shortage. Unless New Yorkers use less water or nature provides more, the shortage may become acute by next summer. New Yorkers accordingly are urged to go easy on baths, and periodic save-the-water days are the order of metropolitan life. Housewives in particular are enjoined to watch those leaky taps and never, never to rinse glasses, dishes and baby bottles in running water. Our suggestion has to do with the aforesaid housewives and their universal conviction that they are overworked. Why not go the whole hog in the campaign with the ladies of the home? By formal proclamation make it not only proper but "patriotic" for them to do on one day a week what they are always saying they would like to do. Shun the sink. Wash no dishes. Rinse no glasses (we except baby bottles). Avoid the hot stove. Cook no meals. Serve cold salami on paper plates. Let Junior's ears go unscrubbed. Relax. Take a holiday. If Mr. Big objects, telephone the Mayor. Millions, maybe billions, of gallons of water will be saved if this program is adopted. Millions of tempers will be improved. Life in the most wearing of cities will be better all around. And, for all we know, the holiday for housewives may become a national custom on a par with Thanksgiving and Mother's Day.





YOU'LL THINK OF

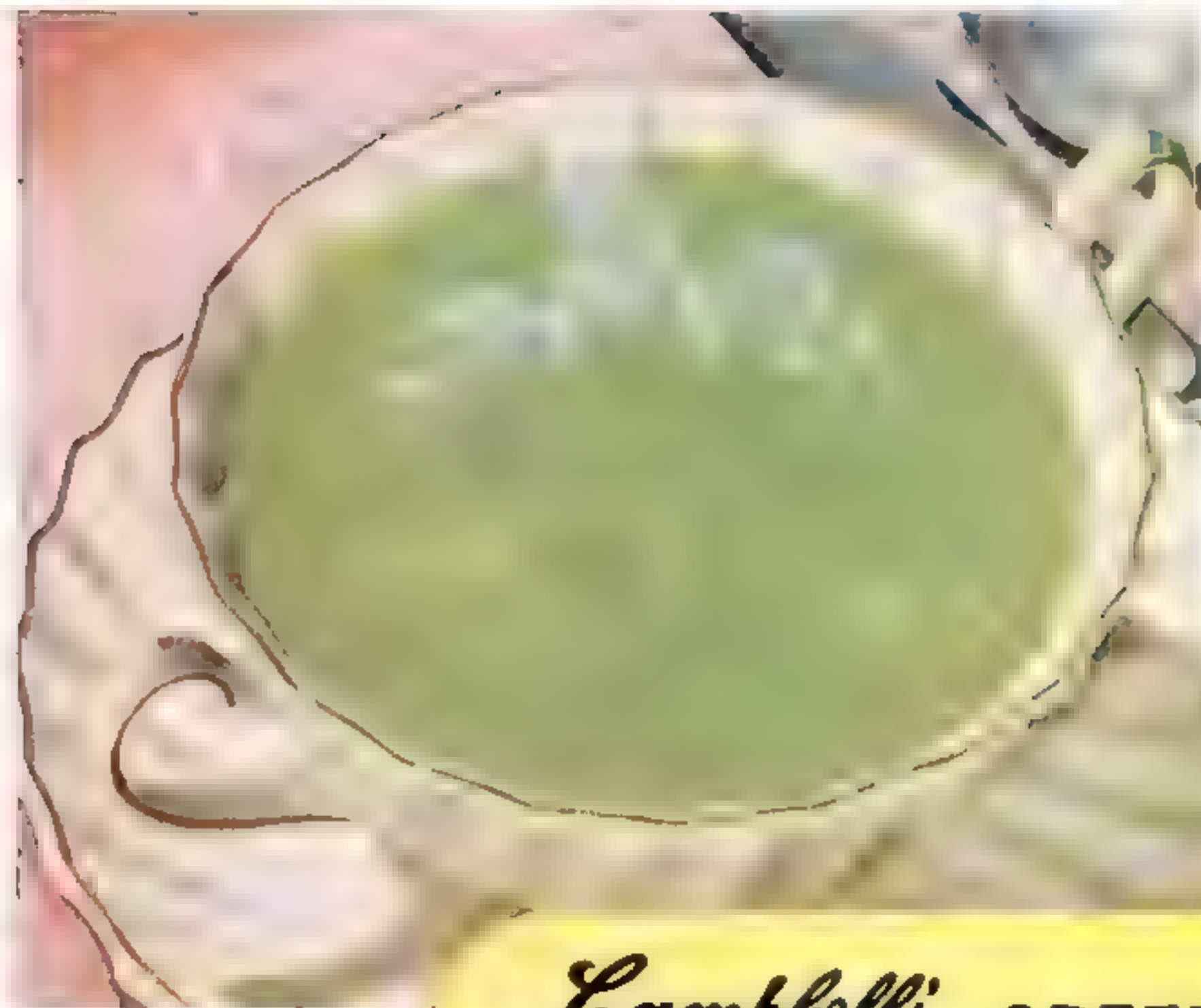
# *June Gardens*

—with every sip of this delicious and  
nourishing Green Pea Soup

To sit down to a steaming, fragrant plate of Campbell's Green Pea Soup is to realize how wonderful a dish good soup can be.

Its very aroma is an invitation. When you're hungry it says, "Let's eat!" If your appetite lags, it says, "Try me!" You do, and you find yourself eating and enjoying. And when you've finished you have that pleasant feeling 'way down deep. You're warmed and cheered, you're nourished and satisfied.

Try this soup of sweet, tender peas. It's a thick purée, enriched with table butter and delicately seasoned, delicious and high in food energy. For a fine pea soup, add water; add milk for an extra-substantial cream of pea.



*Campbell's* GREEN PEA SOUP

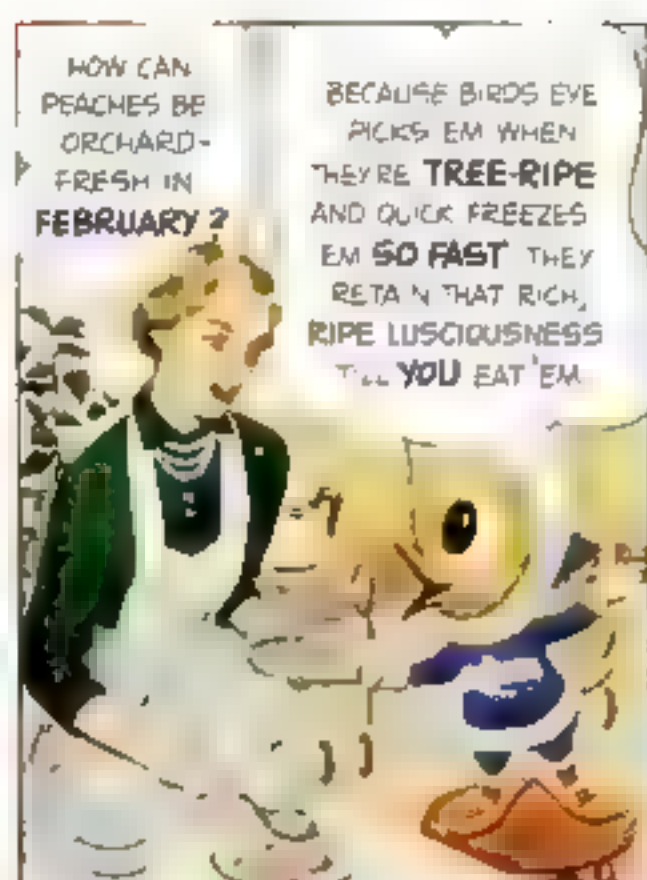
LOOK FOR THE RED AND WHITE LABEL





Product of Canada - Food

The peachiest way to his heart !





# LIFE CONGRATULATES ....



**TY COBB**

The 63-year-old ex-base-stealer, who parlayed his baseball earnings into a fortune in Coca-Cola stock, donated \$100,000 to help his home town of

Royston, Ga. build a 25-bed hospital. Filled with the latest equipment, the institution will be run by Cobb's boyhood friend, Dr. Stewart Brown (left).



**DRUCIE SNYDER**

Treasury Secretary Snyder's vivacious 24-year-old daughter became the bride last week of Major John Horton, a White House military aide. After



ceremony in Washington's Protestant Episcopal Cathedral, Drucie's father and husband stood by as guest Harry Truman borrowed a bridal flower.

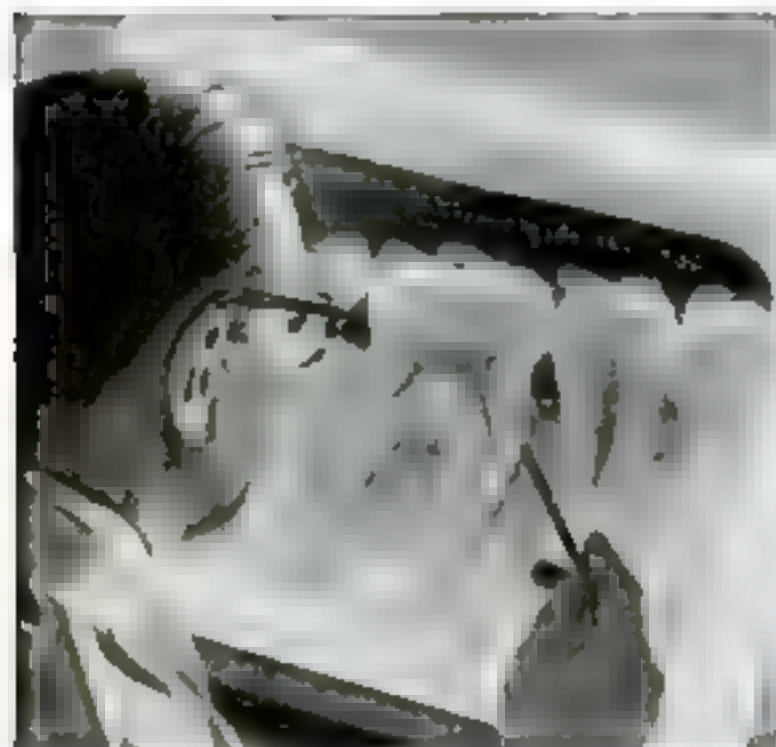


**NOW! PROOF** that brushing teeth right after eating with

# COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!



**Exhaustive Research By Eminent Dental Authorities Proves How Using Colgate's Helps Stop Tooth Decay Before It Starts!**



**THE MOST CONCLUSIVE PROOF IN ALL DENTIFRICE RESEARCH ON TOOTH DECAY!** Now, the toothpaste you use to clean your breath while you clean your teeth offers a *proved* way to help stop tooth decay before it starts! Proof based on 2 years' continuous research at leading universities. Hundreds of case histories! Colgate's contains all the necessary ingredients, including an exclusive patented ingredient, for effective daily dental care. And no change in flavor, foam or cleansing action!

**NO OTHER DENTIFRICE OFFERS PROOF OF THESE RESULTS!** Modern research shows decay is caused by acids which are at their worst right after eating. Brushing teeth with Colgate's as directed helps remove acids before they harm enamel. And Colgate's penetrating foam reaches crevices between teeth where food particles often lodge. No dentifrice can stop all tooth decay, or help cavities already started. But brushing teeth with Colgate Dental Cream as directed is a *proved* way to help stop tooth decay!



**ALWAYS USE COLGATE'S TO CLEAN YOUR BREATH WHILE YOU CLEAN YOUR TEETH - AND HELP STOP TOOTH DECAY!**



## LIFE CONGRATULATES CONTINUED



**ENESCO AND MENUHIN**

Twenty-five years ago Yehudi Menuhin, 8, and already a famed violinist, sought out Romanian Georges Enesco in Paris to be his teacher (*left*). Menuhin went on to even more fame, but Enesco was swallowed up in Europe by World War II. Last month, in New York's Carnegie Hall, the two good friends got together again (*above*) for a concert in celebration of Menuhin's 25th anniversary as a professional musician and 68-year-old Enesco's 60th.



**CITIZEN PETER LAVROW**

Because he was only 4, Peter, a Berlin orphan adopted by Air Force Major Alex Lavrow, was required only to watch while his mother-by-adoption took citizenship oath for him in a Detroit court. When it was over, though, Peter got on a chair, took personal oath for good measure.

**CONTINUED ON PAGE 44**





1. A weekend at the Statler was a treat for Tess and Ted.  
Tess kept a diary of the trip... here's what her diary said:  
"Arrived at Statler Friday night, it's *such* a nice hotel.  
They *really* treat us both like guests. Our room is simply swell!"



2. "We both slept late on Saturday—not late enough for Ted,  
I fairly had to pull him out of Statler's famous bed.  
He claimed that its eight hundred springs (and more) could not be beat.  
Then we had breakfast in our room... and how that man did eat!"



3. "We did the town that afternoon and had a lovely day.  
The Statler really is a *most convenient* place to stay.  
The shops and shows and everything are always close at hand,  
And Ted—who carried packages—thought that was simply grand!"



4. "The Statler food was wonderful, as tasty as I've seen,  
And everything was cooked so well we 'licked our platters clean.'  
The Statler chefs are geniuses—Ted said: 'I sure agree!'  
The service, too, was deft and swift which *always* pleases me!"



5. "The highspot of the weekend was a Statler evening gay.  
Our favorite band was playing, and we danced the night away.  
So when you want a change of scene, some fun and relaxation,  
Just plan a Statler weekend... it's the perfect short vacation!"



STATLER HOTELS: NEW YORK (FORMERLY HOTEL PENNSYLVANIA)  
BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON  
STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH





BY APPOINTMENT  
PERFUMERS TO  
H. R. QUEEN MARY.  
YARDLEY, LONDON



*This simple complexion care  
guards your skin from sun and wind*



If you're out of doors a great deal,  
in drying sun or chapping wind,  
make Yardley Night Cream a part of  
your beauty routine. Originated  
in England, where weather can be its  
worst, this rich cream helps  
keep your skin smooth and fresh. It  
lubricates, softens and refreshes,  
makes a luxurious beauty treatment  
you can give yourself easily,  
before you retire, or during the day,  
while you're bathing,  
or taking a rest. \$1 plus tax.

**YARDLEY**  
*Night Cream*

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

## LIFE CONGRATULATES CONTINUED



AT AGE OF 11 ELIZABETH WORKED ON LESSONS IN M-G-M SCHOOL



LAST MONTH SHE FINISHED HER STUDIES AT THE SAME DESK



ELIZABETH TAYLOR

Between movie scenes for the last eight years Elizabeth Taylor has adjourned to the schoolroom on the M-G-M lot to keep up with her schoolwork. Last week, after a final year of studying (civics, English literature, ceramics and Senior Problems), Elizabeth joined the senior class of Hollywood's University High School to get her diploma. The 17-year-old actress (18, Feb. 27) finished with a B-plus average and her teacher rated her "a good student, very good in art, with a flair for writing."



*In a cigarette it's the tobacco  
that counts — So to give  
you a finer cigarette...*



Curtis A. Walker, veteran independent warehouseman of Wendell, N. C., says: "Season after season, I've seen the makers of Luckies buy fine tobacco . . . tobacco that makes a mild smoke. I've smoked Luckies myself for 20 years." Here's more evidence that Luckies are a finer cigarette.

# LUCKIES PAY MORE!

Fine tobacco costs more—and Lucky Strike pays millions of dollars more than official parity prices for fine tobacco to give you more mildness . . . more smoothness . . . more real deep-down smoking enjoyment!

Get the extra enjoyment out of smoking that Luckies can give you. For fine tobacco does give you *more* smoking pleasure—and Lucky Strike *means* fine tobacco. To give you a more thoroughly enjoyable smoke, the makers of Luckies buy fine, light, naturally mild tobacco! That's why there's never a rough puff in a Lucky Strike! Find out for yourself that Luckies truly give you more smoothness, more mildness, more real deep-down smoking enjoyment. Get a carton of Luckies today!



COPR. THE AMERICAN TOBACCO COMPANY

***L.S./M.F.T. — Lucky Strike Means Fine Tobacco***

**So round, so firm, so fully packed—so free and easy on the draw**





CHURCHILL AND PET COLT often stroll together on the grounds at Chartwell. The colt, a Thoroughbred filly, was 4 months old when this picture was taken and acting more like a friendly dog than a horse. She is still unnamed. Mr Churchill calls her Darling, a term he also bestows on the black swans presented to him by West Australia and the spectacular

golden orfe fish which he personally feeds bread and maggots. The colt will probably be sent to Epsom Downs for training with Mr Churchill's racers: Colonist II, who won three times last year on tracks that circled to the right—perhaps out of deference to his owner's political bent—but lost on a track turning to the left, and Cybarine, an untested 2-year-old.



# BEGINNING THE THIRD VOLUME OF WINSTON CHURCHILL'S WAR MEMOIRS

## THE GRAND ALLIANCE

In this instalment Mr. Churchill reveals how Roosevelt moved "step by step ever more closely with us" in 1941 and how "his powerful intervention soon became decisive"

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This week LIFE resumes its publication of Winston Churchill's War Memoirs with a condensation of Volume III, *The Grand Alliance*. This volume covers 1941, the year first the Soviet Union and then the U.S. were drawn into the conflict on the side of the Allies fighting Hitler. The invasion of Russia and the Atlantic Charter meeting with President Roosevelt will be dealt with in the second instalment, to appear in the issue for Feb. 20. A third instalment, which will be published in the issue for Feb. 27, will describe the Japanese attack on Pearl Harbor and Mr. Churchill's history-making trip to the U.S. to concert war plans with the American government. In the present issue are some of the most dramatic events of the first half of 1941: the duel between the British navy and the *Bismarck* in the North Atlantic (p. 50); the

bizarre "peace mission" of Rudolf Hess (p. 54); the first large-scale airborne attack of the war, launched by the Germans to capture Crete (p. 56). Perhaps the most revealing material in Mr. Churchill's review of the war in 1941 deals with his relations with President Roosevelt. The correspondence and personal contacts of these two men are unique in history both for their intimacy and for their far-ranging effects. This instalment therefore opens with excerpts which show how these two great leaders steadily built up closer and closer working arrangements months before the U.S. became directly involved in the war. In a speech in December 1940, Roosevelt declared that the U.S. "must be the great arsenal of democracy." Mr. Churchill's text below begins with an account of his holiday greeting and response to the President.

WITH the New Year more intimate contacts developed with President Roosevelt. I had already sent him the compliments of the season: "At this moment, when the New Year opens in storm, I feel it my duty on behalf of the British Government, and indeed of the whole British Empire, to tell you, Mr. President, how lively is our sense of gratitude and admiration for the memorable declaration which you made to the American people and to the lovers of freedom in all the continents on Sunday last. We cannot tell what lies before us, but with this trumpet-call we march forward heartened and fortified, and with the confidence which you have expressed that in the end all will be well for the English-speaking peoples and those who share their ideals."

On January 10 a gentleman arrived to see me at Downing Street with the highest credentials. Telegrams had been received from Washington stating that he was the closest confidant and personal agent of the President. I therefore arranged that he should be met by Mr. Brendan Bracken on his arrival at Poole Airport, and that we should lunch together alone the next day. Thus I met Harry Hopkins, that extraordinary man, who played, and was to play, a sometimes decisive part in the whole movement of the war.

At our first meeting we were about three hours together, and I soon comprehended his personal dynamism and the outstanding importance of his mission. This was the height of the London bombing, and many local worries imposed themselves upon us. But it was evident

to me that here was an envoy from the President of supreme importance to our life. With gleaming eye and quiet, constrained passion he said: "The President is determined that we shall win the war together. Make no mistake about it. He has sent me here to tell you that at all costs and by all means he will carry you through, no matter what happens to him—there is nothing that he will not do so far as he has human power."

From this hour began a friendship between us which sailed serenely over all earthquakes and convulsions. He was the most faithful and perfect channel of communication between the President and me. But far more than that, he was for several years the main prop and animator of Roosevelt himself. Together these two men, the one a subordinate without public office, the other commanding the mighty Republic, were capable of taking decisions of the highest consequence over the whole area of the English-speaking world. Hopkins was of course jealous about his personal influence with his Chief and did not encourage American competitors. He therefore in some ways bore out the poet Gray's line, "A fav'rite has no friend." But this was not my affair.

Later on in the same month there arrived in England Mr. Wendell Willkie, the President's opponent in the recent election. He too brought recommendations of the highest character from the President, and as he was the accepted leader of the Republican Party every arrangement was made by us, with the assistance of the enemy, to



let him see all he desired of London at bay. He also came to Chequers for a night, and I had a very long talk with this most able and forceful man, whose life was cut short by illness three years later.

For several months Greece had been successfully resisting an inept attempt at invasion by the Italians. By March it appeared likely that the Germans would move in to make short work of the job. At the same time Yugoslavia seemed to be on the verge of joining the Axis, despite the persuasion of the British minister and Colonel William J. Donovan, a special emissary of President Roosevelt's then touring the Balkans. The British had to decide whether to go to the aid of the Greeks at the risk of losing their newly-won gains in the African desert. Mr. Churchill explained the problem to President Roosevelt in a message dated March 10:

"I must now tell you what we have resolved about Greece. Although it was no doubt tempting to try to push on from Benghazi to Tripoli, and we may still use considerable forces in this direction, we have felt it our duty to stand with the Greeks, who have declared to us their resolve, even alone, to resist the German invader. Our Generals Wavell and Dill, who accompanied Mr. Eden to Cairo, after heart-searching discussions with us, believe we have a good fighting chance. We are therefore sending the greater part of the Army of the Nile to Greece, and are reinforcing to the utmost possible in the air. Smuts is sending the South Africans to the Delta.

"Mr. President, you can judge these hazards for yourself.

"At this juncture the action of Yugoslavia is cardinal. No country ever had such a military chance. If they will fall on the Italian rear in Albania there is no measuring what might happen in a few weeks. The whole situation might be transformed, and the action of Turkey also decided in our favour. One has the feeling that Russia, though actuated mainly by fear, might at least give some reassurance to Turkey about not pressing her in the Caucasus or turning against her in the Black Sea. I need scarcely say that the concerted influence of your Ambassadors in Turkey, Russia, and above all in Yugoslavia, would be of enormous value at the moment, and indeed might possibly turn the scales.

"In this connection I must thank you for magnificent work done by Donovan in his prolonged tour of Balkans and Middle East. He has carried with him throughout an animating, heart-warming flame."

A month later British and Imperial troops were fighting the Germans in Greece. In the North African desert a German campaign had pushed the Allies back and surrounded Tobruk, whose garrison was now under siege:

"I cannot tell what will happen in Greece, and we have never underrated the enormous power of the German military machine on the mainland of Europe.

"I am personally not unduly anxious about the Libyan-Egyptian position. . . . There are no German infantry yet in Cyrenaica, except the few battalions comprised in the German armoured divisions. Difficulties of supply of petrol, food, water, and ammunition must be severe, and we know from prisoners of the strain under which these audacious formations are working. We are naturally trying to bring our own armoured forces, which were largely refitting at the time of the attack, into action, and are reinforcing Egypt from all parts of the Middle East, where we have nearly half a million men. Tobruk I regard as an invaluable bridgehead or sally-port. . . .

"The repulse of the German attacks on Tobruk on the 14th-15th seems to me important, as this small, fierce fight, in which the ene-

my lost prisoners, killed, and tanks, together with aircraft, out of all proportion to our losses, is the first time they have tasted defeat, and they are working on very small margins. . . ."

The campaign in Greece came to a swift and costly end for the Greeks and the expeditionary force, consisting mainly of New Zealanders and Australians, which the British had sent from Egypt. Things had gone badly in the Western Desert too, and Mr. Churchill was worried also that Vichy France might allow the Germans to infiltrate further into French Morocco.

I had at this moment a moving interchange of telegrams with the President. "My thoughts," he said, "in regard to the Eastern Mediterranean are: You have done not only heroic but very useful work in Greece, and the territorial loss is more than compensated for by the necessity for an enormous German concentration and resulting enormous German losses in men and material.

"Having sent all men and equipment to Greece you could possibly spare, you have fought a wholly justified delaying action, and will continue to do so in other parts of the Eastern Mediterranean,

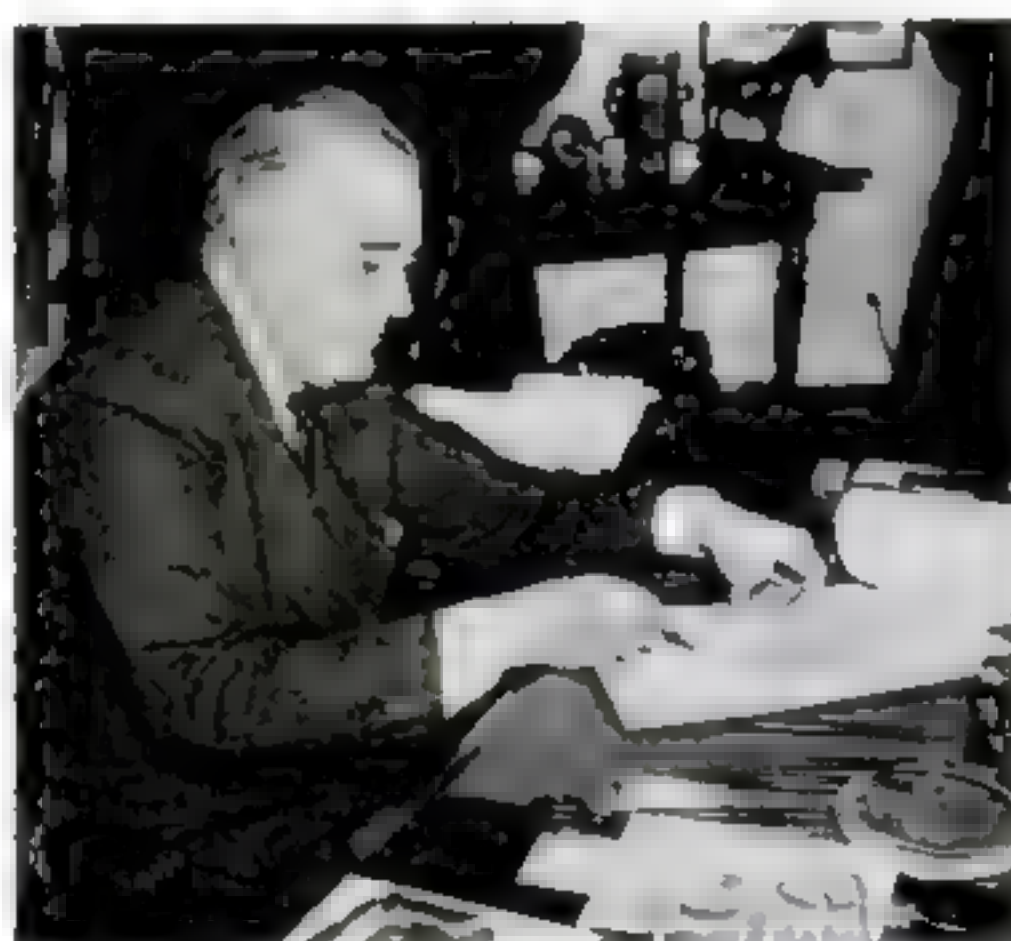
including North Africa and the Near East. Furthermore, if additional withdrawals become necessary they will all be a part of the plan which at this stage of the war shortens British lines, greatly extends the Axis lines, and compels the enemy to expend great quantities of men and equipment. I am satisfied that both here and in Britain public opinion is growing to realize that even if you have to withdraw farther in the Eastern Mediterranean you will not allow any great debacle or surrender, and that in the last analysis the naval control of the Indian Ocean and the Atlantic Ocean will in time win the war."

My reply may be thought less responsive than this generous message deserved. I felt myself held in such harsh duress by events, and was also so conscious of the sentiment alive in the United States, that I sought to make claims on the future.

"Your friendly message assures me that no . . . reverses, however heavy, can shake your resolution to support us until we gain the final victory. . . .

"We must not be too sure that the consequences of the loss of Egypt and the Middle East would not be grave. It would seriously increase the hazards of the Atlantic and the Pacific, and could hardly fail to prolong the war, with all the suffering . . . that this would entail. We shall fight on whatever happens, but please remember that the attitude of Spain, Vichy, Turkey, and Japan may be finally determined by the outcome of the struggle in this theatre of war. I cannot take the view that the loss of Egypt and the Middle East would be a mere preliminary to the successful maintenance of a prolonged oceanic war. If all Europe, the greater part of Asia and Africa, became, either by conquest or agreement under duress, a part of the Axis system, a war maintained by the British Isles, United States, Canada, and Australasia against this mighty agglomeration would be a hard, long, and bleak proposition. Therefore, if you cannot take more advanced positions now, or very soon, the vast balances may be tilted heavily to our disadvantage. Mr. President, I am sure that you will not misunderstand me if I speak to you exactly what is in my mind. The once decisive counterweight I can see to balance the growing pessimism in Turkey, the Near East, and in Spain would be if United States were immediately to range herself with us as a belligerent Power. If this were possible I have little doubt that we could hold the situation in the Mediterranean until the weight of your munitions gained the day.

"We are determined to fight to the last inch and ounce for Egypt, including its outposts of Tobruk and Crete. Very considerable risks are being run by us for that, and personally I think we shall win, in spite of the physical difficulties of reinforcing by tanks and air. But



#### F.D.R. SIGNS LEND-LEASE

When Mr. Churchill was told of the final passage of the Lend-Lease bill he cabled President Roosevelt: "Our blessings . . . go out to you and the American nation for this very present help in time of trouble."



I adjure you, Mr. President, not to underrate the gravity of the consequences which may follow from a Middle Eastern collapse. In this war every post is a winning-post, and how many more are we going to lose?

"With regard to Vichy, we are more than willing that you should take the lead, and work out how to get the best from them by threats or favours. You alone can forestall the Germans in Morocco. If they are once installed it will not be necessary for them to go overland; they will soon get airborne troops to Dakar. . . .

"Let me thank you for the splendid help in shipping and tankers which we owe to your action, and for all your generous and bold assistance to us and to the common cause."

As the danger of imminent invasion of the British Isles gradually faded in the early months of 1941 a new, equally stark menace rose. A new style of attack was adopted by German submarines with devastating results to the British sea lifeline:

The U-boats now began to use new methods, which became known as "wolf-pack" tactics. These consisted of attacks from different directions by several U-boats working together. Attacks were at this time usually made by night, the U-boats operating on the surface at full speed unless detected in the approach. Under these conditions only the destroyers could rapidly overhaul them.

I was in close touch with Hopkins in these days. After thanking him for the "packet of 250,000 rifles and ammunition, which has safely arrived," I cabled on February 28: "I am however increasingly anxious about the high rate of shipping losses in North-western Approaches and the shrinkage in tonnage entering Britain. This has darkened since I saw you. Let me know when the [Lend-Lease] Bill will be through. The strain is growing here."

Presently came good tidings from the United States. The Bill had passed Congress, and on March 11 received the eager assent of the President. Hopkins sent me the earliest intimation. This was at once a comfort and a spur. The stuff was coming. It was for us to get it over.

Important changes now took place in the U-boat war. The improvement in our defence measures had their effect on U-boat tactics. Finding the Western Approaches too hot, they moved farther west into waters where, since the southern Irish ports were denied us, only a few of our flotilla escorts could reach them and where air protection was impossible. From our bases in the United Kingdom our escorts could only provide effective protection to our convoys over about a quarter of the route to Halifax.

Hitherto help from across the ocean had been confined to supplies; but now in this growing tension the President, acting with all the powers accorded to him as Commander-in-Chief of the Armed Forces and enshrined in the American Constitution, began to give us armed aid. He resolved not to allow the German U-boat and raider war to come near the American coast, and to make sure that the munitions he was sending Britain at least got nearly half-way across. American officers visited Great Britain to select bases for their naval escorts and air forces. Work on these was at once begun. Meanwhile the development of American bases in British territory in the West Atlantic, which had begun in 1940, was proceeding rapidly. The most important for the North Atlantic convoys was Argentia, in Newfoundland. With this and with harbours in the United Kingdom American forces could play their fullest permissible part in the battle, or so it seemed when these measures were planned.

Between Canada and Great Britain are the islands of Newfoundland, Greenland, Iceland. Forces based on these "stepping-stones" could control the whole route by sectors. It has been said, "Whoever possesses Iceland holds a pistol firmly pointed at England, America

and Canada." It was upon this thought that, with the concurrence of its people, we had occupied Iceland when Denmark was overrun in 1940. Now we could use it against the U-boats, and in April 1941 we established bases there for the use of our escort groups and aircraft.

In the United States the President was moving step by step ever more closely with us, and his powerful intervention soon became decisive. As we had found it necessary to develop bases in Iceland, so he in the same month took steps to establish an air base for his own use in Greenland. It was known that the Germans had already installed weather-reporting stations on the Greenland east coast and opposite Iceland. The President's action was therefore timely. Furthermore, by other decisions not only our merchant ships but our warships, damaged in the heavy fighting in the Mediterranean and elsewhere, could be repaired in American shipyards, thus giving instant and much-needed relief to our heavily-strained resources at home. The President confirmed this in a telegram of April 4, which also stated that he had allotted funds to build another fifty-eight launching yards and two hundred more ships.

Great news arrived a week later. The President cabled me on April

11 that the United States Government proposed to extend their so-called Security Zone and patrol areas, which had been in effect since very early in the war, to a line covering all North Atlantic waters west of about West Longitude 26°. For this purpose the President proposed to use aircraft and naval vessels working from Greenland, Newfoundland, Nova Scotia, the United States, Bermuda, and the West Indies, with possibly a later extension to Brazil. He invited us to notify him in great secrecy of the movement of our convoys, "so that our patrol units can seek out any ships or planes of aggressor nations operating west of the new line of the security zones." The Americans for their part would immediately publish the position of possible aggressor ships or planes when located in the American patrol area. "It is not certain," the President ended, "that I would make a specific announcement. I may decide to issue the necessary naval operative orders and let time bring out the existence of the new patrol area."

I transmitted this to the Admiralty with a deep sense of relief.

On April 18 the United States Government announced the line of demarcation between the Eastern and Western Hemispheres to which the President had referred in his message of April 11. This line, drawn along the meridian of 26° West, became thereafter the virtual sea frontier of the United States. It included within the United States' sphere all British territory in or near the American continent, Greenland, and the Azores, and was soon afterwards extended eastwards to include Iceland. Under this declaration United States warships would patrol the waters of the Western Hemisphere, and would incidentally keep us informed of any enemy activities therein. The United States however remained non-belligerent and could not at this stage provide direct protection for our convoys. This remained solely a British responsibility over the whole route.

The effects of the President's policy were far-reaching. The United States was moving ever nearer to war, and this world-tide was still further speeded by the irruption of the *Bismarck* into the Atlantic towards the end of May. In a broadcast on May 27, the very day that the *Bismarck* was sunk, the President declared, "The war is approaching the brink of the Western Hemisphere itself. . . . The Battle of the Atlantic now extends from the icy waters of the North Pole to the frozen continent of the Antarctic." He went on, "It would be suicide to wait until they [the enemy] are in our front yard. . . . We have accordingly extended our patrol in North and South Atlantic waters." At the conclusion of this speech the President declared an "Unlimited National Emergency."

## CHURCHILL ON HARRY HOPKINS



"His was a soul that flamed out of a frail and failing body. He was a crumbling lighthouse from which there shone the beams that led great fleets to harbour. . . . I always enjoyed his company, especially when things went ill. He could also be very disagreeable and say hard and sour things. . . . Harry Hopkins always went

to the root of the matter. I have been present at . . . great conferences, where twenty or more of the most important executive personages were gathered together. When the discussion flagged and all seemed baffled, it was on these occasions he would rap out the deadly question, 'Surely, Mr. President, here is the point we have got to settle. Are we going to face it or not?' Faced it always was, and, being faced, was conquered. He was a true leader of men, and alike in ardour and in wisdom in times of crisis he has rarely been excelled. His love for the causes of the weak and poor was matched by his passion against tyranny. . . ."



# THE PURSUIT OF THE "BISMARCK"

Hitler's biggest warship was trapped after a violent but brief career

**A**FTER the Greek collapse, while all was uncertain in the Western Desert, a naval episode of the highest consequence supervened in the Atlantic. Surface raiders had already cost us over three-quarters of a million tons of shipping. By the middle of May there were signs that the new battleship *Bismarck* would soon be thrown into the fight.

In the early hours of May 21 we learned that two large warships had been seen leaving the Kattegat with a strong escort, and later the same day the *Bismarck* and the *Prinz Eugen* were identified in Bergen Fiord. Instantly our whole Atlantic control apparatus flashed into intense activity.

Thursday, May 22, was a day of uncertainty and suspense. In the North Sea all was unbroken cloud and rain. In spite of these conditions a naval aircraft from Hatston (Orkney) penetrated into Bergen Fiord and forced home a determined reconnaissance in the teeth of heavy fire. The two enemy warships were no longer there! When at 8 p.m. this news reached Admiral Tovey, Commander-in-Chief of the Home Fleet, he at once set forth in the *King George V*, with the *Victorious*, four cruisers, and seven destroyers, to take up a central position to the westward so as to support his cruiser patrols whichever side of Iceland the enemy might choose. The *Repulse* joined him at sea the following morning.

The *Bismarck* and the *Prinz Eugen* had in fact left Bergen nearly twenty-four hours before, and were now to the north-east of Iceland, heading for the Denmark Strait. Here the pack-ice had narrowed the strait to only eighty miles, mostly shrouded in dense mist. Towards evening on the 23rd first the *Suffolk* and then the *Norfolk* sighted two ships approaching from the north, skirting the edge of the ice in a patch of clear weather. The hunt was on; the quarry was in view; and all our forces moved accordingly.

I went to Chequers on Friday afternoon, the 23rd. Averell Harriman and Generals Ismay and Pownall were to be with me till Monday. The Admiralty expected the *Bismarck* and the *Prinz Eugen* to come through the Denmark Strait in the early dawn, and that the *Prince of Wales* and the *Hood*, with two or three cruisers, would bring them to battle. We spent an anxious evening, and did not go to bed until two or three o'clock.

At about seven I was awakened to hear formidable news. The *Hood*, our largest and also our fastest capital ship, had blown up. Her loss was a bitter grief, but knowing of all the ships that were converging towards the *Bismarck* I felt sure we should get her before long, unless she turned north and went home. I went straight to Harriman's room at the end of the corridor, and, according to him, said, "The *Hood* has blown up, but we have got the *Bismarck* for certain." I then returned to my room, and was so well tired out that I went to sleep again. At about half-past eight my principal private secretary, Martin, came into the room in his dressing-gown with a strained look on his ascetic, clear-cut face. "Have we got her?" I asked. "No, and the *Prince of Wales* has broken off the action." This was a sharp disappointment.

We now know what happened. All that night (23rd-24th), amidst driving rain and snow, the *Norfolk* and *Suffolk* had with great skill

shadowed the enemy. As the Arctic twilight grew into day the *Bismarck* could be seen twelve miles to the south on a southerly course. Soon there was smoke on the *Norfolk*'s port bow. The *Hood* and *Prince of Wales* were in sight, and mortal conflict was at hand. The *Hood* opened fire at 5.52 a.m. at a range of about 25,000 yards. The *Bismarck* replied, and almost at once the *Hood* suffered a hit which started a fire in the 4-inch battery. The fire spread with alarming speed, until it engulfed the whole midship part. All the ships were now in full action, and the *Bismarck* too was hit. Suddenly came disaster. At six o'clock the *Hood* was rent in twain by a mighty explosion. A few minutes later she had vanished beneath the waves amidst a vast pall of smoke.

The *Prince of Wales* quickly altered her course to avoid the wreckage of the *Hood* and continued the now unequal fight. Very soon

the *Bismarck*'s fire began to tell upon her. Within a few minutes she received four hits from 15-inch shells, one of which wrecked the bridge, killing or wounding nearly all upon it. At the same time the ship was holed underwater aft. Captain Leach, one of the few survivors from the bridge, decided to break off the action for the moment, and turned away under a smoke-screen.

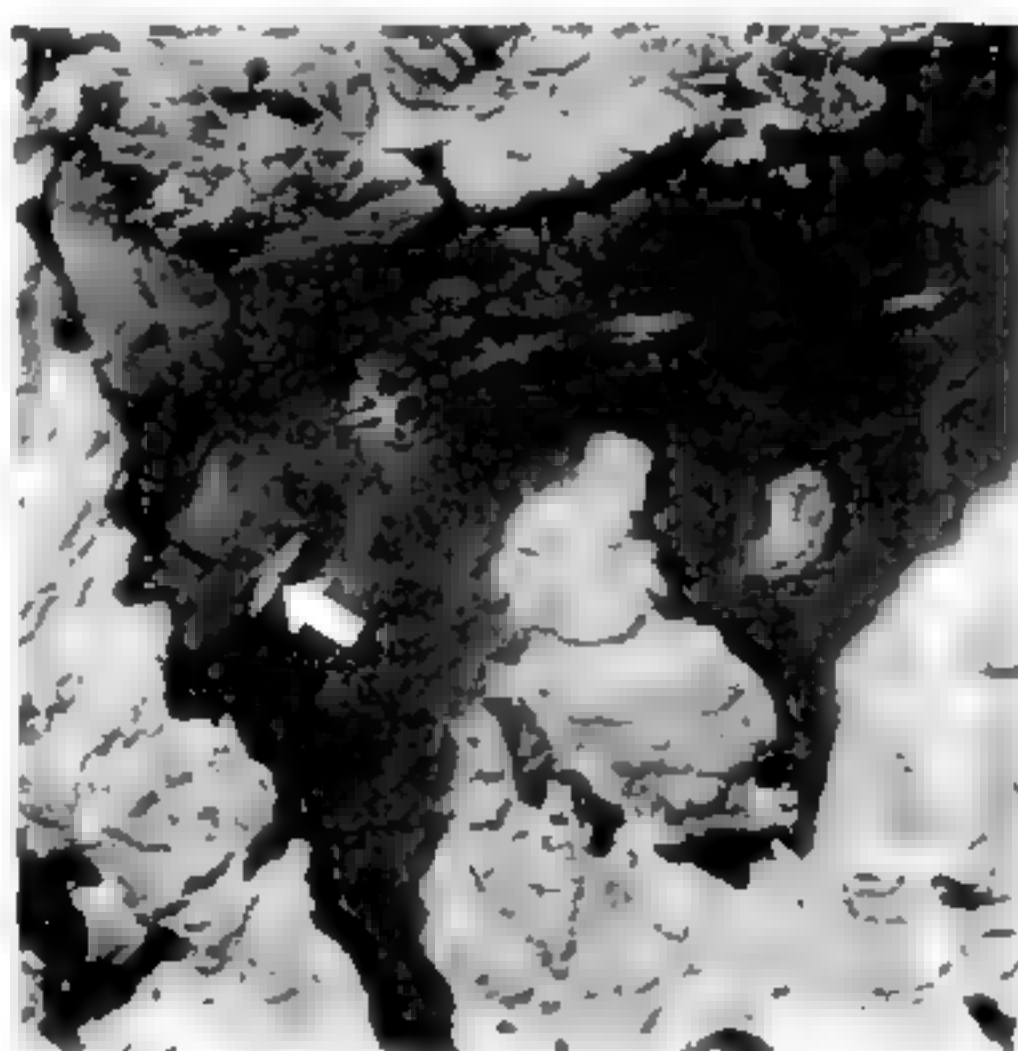
He had however inflicted damage on the *Bismarck* which reduced her speed. She had in fact been struck underwater by two heavy shells, one of which pierced an oil tank, resulting in serious and continuing loss of oil which later had important consequences. The German commander persisted on his course to the south-west, leaving behind a marked oil trace.

The command now passed to Rear-Admiral Wake-Walker on his bridge in the cruiser *Norfolk*. Admiral Wake-Walker decided not to renew the action, but to hold the enemy under observation.

All through the 24th the British cruisers and the *Prince of Wales* continued to dog the *Bismarck* and her

consort. That evening about 6.40 the *Bismarck* suddenly turned to engage her pursuers, and there was a brief encounter. We now know that this movement was made to cover the escape of the *Prinz Eugen*, which then made off at high speed to the south, and after refuelling at sea reached Brest unchallenged ten days later. Admiral Tovey had sent the *Victorious* ahead to make an air attack in the hope of reducing the enemy's speed. At 10 p.m., covered by four cruisers, she released her nine Swordfish torpedo-aircraft on a 120-mile flight against a strong head-wind with rain and low cloud. The aircraft two hours later found the *Bismarck*, and attacked with great gallantry against intense fire. They scored a torpedo hit under the bridge.

Once more everything seemed to be set for a morning climax, and once more hopes were dashed. Soon after 3 a.m. on the 25th the *Suffolk* suddenly and unexpectedly lost contact with the *Bismarck*. After making a cast to the westward at daylight the *King George V* turned eastwards in the belief that the *Bismarck* was making towards the North Sea, and the whole British pursuit now trended in this direction. At the Admiralty there was a growing opinion that the *Bismarck* was steering for Brest, but it was not until six o'clock that this hardened. The Admiralty forthwith deflected all our forces towards the more southerly route. But meanwhile the confusion and



THE "BISMARCK" SPOTTED

The chase began when a British plane discovered the *Bismarck* (arrow) in Bergen Fiord. She was fast, had 15-inch guns, was most heavily armored ship afloat.





SILVER PLAQUE which hangs in Mr. Churchill's study was a gift from Malta. It is a miniature panoply

of arms and armor used by Knights of Malta, who beat off an overwhelmingly superior Turkish force in 1565.

## "FAITHFUL SENTINEL"

Mr. Churchill salutes Malta, Britain's Mediterranean island fortress

Reviewing the Mediterranean battles of 1941, Winston Churchill writes, "Since the days of Nelson Malta has stood a faithful British sentinel guarding the narrow and vital sea corridor through the Central Mediterranean. Its strategic importance was never higher than in this the latest war. The needs of the large armies we were building up in Egypt made the free passage of the Mediterranean for our convoys and the stopping of enemy reinforcements to Tripoli aims of the highest consequence. The new air weapon struck a deadly blow not only at Malta but at the effective assertion of British sea

power in these narrow waters. It was now impossible to base the main Fleet on Malta. The island itself was exposed to the threat of invasion, as well as to constant and measureless air attack.

"Malta was attacked fifty-eight times in January, and thereafter till the end of May three or four times daily with only brief respites. By June the first fierce onslaught had been repulsed, and by the skin of its teeth the island survived. Its main ordeal was reserved for 1942." Some of the measures whereby Malta was enabled to survive its hammering from the air are shown in paintings on the next page.





**ANTI-AIRCRAFT BATTERY**, its positions camouflaged by netting, goes into action as raiders attack Malta. Man with megaphone at right is giving firing orders; signs before him have place names and location

guides to help him direct fire against planes reported by spotters. Three men at left operate range finder. Valletta, Malta's principal city, is visible at top center. Paintings on this page are by Leslie Cole, British war artist



**READY-MADE SHELTERS** gave Malta air-raid protection. The Hypogeum—burial chambers—was dug out of Malta's limestone in prehistoric times. Some of the lower chambers were carpeted several feet deep

with human bones crumbling into dust. Children played hide-and-seek in the smaller chambers and connecting tunnels. The artist recalls that "one could frequently see a child framed in one of the niches like a Madonna."



## CHURCHILL'S MEMOIRS CONTINUED

delay arising from the loss of contact had enabled the *Bismarck* to slip through the cordon and gain a commanding lead in her race for safety. By 11 p.m. she was already well to the eastward of the British flagship. She was short of oil through the leakage. The *Rodney*, with her 16-inch guns, still lay between her and home, but she too was moving to the north-eastward and crossed ahead of the *Bismarck* during the afternoon. The day which had begun so full of promise ended in disappointment and frustration. Happily, from the south, breasting the heavy Atlantic seas, the *Renown*, the *Ark Royal*, and the cruiser *Sheffield* were steadily approaching on an intercepting course.

By the morning of May 26 the problem of fuel for all our widely scattered ships, which had now been steaming hard for four days, began to clamour for attention. Already several of the pursuers had had to reduce speed. It was clear that in these wide expanses all our efforts might soon be vain. However, at 10.30 a.m., just as hopes were beginning to fade, the *Bismarck* was found again. The Admiralty and Coastal Command were searching with Catalina aircraft working from Lough Erne in Ireland. One of these now located the fugitive steering towards Brest and still about 700 miles from home. The *Bismarck* damaged the aircraft and contact was lost. But within an hour two Swordfish from the *Ark Royal* spotted her once more. She was still well to the westward of the *Renown* and not yet within the German air cover radiating powerfully from Brest. The *Renown* however could not face her single-handed. It was necessary to await the arrival of the *King George V* and *Rodney*, both still far behind the chase. But now Captain Vian, of *Altmark* fame, still in the *Cossack*, with four other destroyers which had been escorting a troop convoy and had been ordered to leave it, sighted a Catalina aircraft which gave him the *Bismarck*'s position. Without waiting for further orders he at once turned towards the enemy.

Further confusion was in store in this clutching and grabbing scene. Admiral Somerville, hastening northwards, sent on the *Sheffield* to close and shadow the enemy. The *Ark Royal* was not informed of this movement, and when she launched her air striking force their radar led them to the *Sheffield*, which they attacked but did not hit.\* Fifteen Swordfish again left the *Ark Royal* a little after 7 p.m. The enemy was now less than forty miles away, and this time there was no mistake. They pressed home their attack with determination. By 9.30 their work was done. Two torpedoes had certainly hit, and possibly a third. A shadowing aircraft reported that the *Bismarck* had been seen to make two complete circles, and it seemed she was out of control.

The German commander, Admiral Lutjens, had no illusions. Shortly before midnight he reported, "Ship unmanoeuvrable. We shall fight to the last shell. Long live the Fuehrer!" Meanwhile the *King George V* and the *Rodney* were drawing near.

A north-westerly gale was blowing when daylight came on the 27th. The *Rodney* opened fire at 8.47 a.m., followed a minute later by the *King George V*. The British ships quickly began to hit, and after a pause the *Bismarck* too opened fire. For a short time her shooting was good, although the crew, after four gruelling days, were utterly exhausted and falling asleep at their posts. With her third salvo she straddled the *Rodney*, but thereafter the weight of the British attack was overwhelming, and within half an hour most of her guns were silent. A fire was blazing amidships, and she had a heavy list to port. The *Rodney* now turned across her bow, pouring in a heavy fire from a range of no more than 4,000 yards. By 10.15 all the *Bismarck*'s guns were silent and her mast was shot away. The ship lay wallowing in the heavy seas, a flaming and smoking ruin; yet even then she did not sink.

It was the cruiser *Dorsetshire* that delivered the final blow with torpedoes, and at 10.40 the great ship turned over and foundered. With her perished nearly 2,000 Germans and their Fleet Commander, Admiral Lutjens. One hundred and ten survivors, exhausted but sullen, were rescued by us. The work of mercy was interrupted by the appearance of a U-boat and the British ships were compelled to withdraw. The Spanish cruiser *Canarias*, which arrived on the scene later, found only floating bodies.

\*One aircraft signalled to the *Sheffield*, "Sorry for the kipper!"

CONTINUED ON NEXT PAGE



### A GREAT SHIP DIES

On the fifth day of her running battle with 15 British ships, the *Bismarck* (above, arrow) was on fire, torn by heavy shells and aerial torpedoes, unable to steer. She lay helpless in the rough sea until the cruiser *Dorsetshire*, from which both these pictures were taken, killed her with several torpedoes fired from ranges of 3,500 and 2,500 yards. The British were able to fish out of the water only a few more than a hundred survivors, some of whom are shown below struggling to get aboard the *Dorsetshire*.





# HE CAME TO SEE THE KING

Mr. Churchill recalls the story of Rudolf Hess's fantastic exploit

ON Saturday, May 10, I was spending the week-end at Dytchley. After dinner news arrived of the heavy air raid on London. There was nothing that I could do about it, so I watched the Marx Brothers in a comic film which my hosts had arranged. The merry film clacked on, and I was glad of the diversion. Presently a secretary told me that the Duke of Hamilton wished to speak to me from Scotland. I asked Mr. Bracken to hear what he had to say. After a few minutes he came back with the news, "Hess has arrived in Scotland." I thought this was fantastic. The report however was true. There was no doubt that Hess, the Deputy Fuehrer, Reich Minister without Portfolio, Member of the Ministerial Council for the Defence of the Reich, Member of the Secret Cabinet Council for Germany, and the Leader of the Nazi Party, had landed alone by parachute near the Duke of Hamilton's estate in Scotland.

Rudolf Hess was a good-looking, youngish man to whom Hitler took a fancy, and who became an intimate member of his personal staff. He worshipped the Fuehrer, and felt passionately about the world issue at stake. No one knew Hitler better or saw him more often in his unguarded moments. With the coming of actual war there was a change. The Deputy Fuehrer found himself in eclipse. Here, he felt, are all these generals and others who must be admitted to the Fuehrer's intimacy, and crowd his table. They have their parts to play. But I, Rudolf, by a deed of superb devotion will surpass them all and bring to my Fuehrer a greater treasure and easement than all of them put together. I will go and make peace with Britain.

Hess's idea of the European scene was that England had been wrested from her true interests and policy of friendship with Germany, and above all from alliance against Bolshevism, by the war-mongers, of whom Churchill was the superficial manifestation. If only he, Rudolf, could get at Britain and make its King believe how Hitler felt, the malign forces that now ruled in this ill-starred island and had brought so many needless miseries upon it would be swept away. But to whom should he turn? There was the Duke of Hamilton. He had met him at the Olympic Games. He knew also that the Duke of Hamilton was Lord Steward. A personage like that would probably be dining every night with the King and have his private ear. Here was a channel of direct access.

For Hitler the event was embarrassing. It was as if my trusted colleague the Foreign Secretary, who was only a little younger than Hess, had parachuted from a stolen Spitfire into the grounds of Berchtesgaden. As I explained to President Roosevelt:

"Foreign Office representative has had three interviews with Hess. . . . Hess said that the Fuehrer had never entertained any designs against the British Empire, which would be left intact save for the return of former German colonies, in exchange for a free hand for him in Europe. But condition was attached that Hitler would not negotiate with present Government in England. . . .

"Foreign Office representative asked him whether when he spoke of Hitler having a free hand in Europe he included Russia in Europe or in Asia. He replied, 'In Asia.' He added however that Germany had certain demands to make of Russia which would have to be sat-

isfied, but denied . . . attack on Russia was being planned. . . . Hess . . . declares that this escapade is his own idea and that Hitler was unaware of it beforehand. . . . If he is honest and if he is sane this is an encouraging sign of ineptitude of German Intelligence. . . ."

Hess's own explanations to the doctors were hardly more illuminating. On May 22 his doctor reported as follows:

"He said he was horrified at the heavy air raids on London in 1940, and loathed the thought of killing young children and their mothers. This . . . led to the idea of flying to Britain and arranging peace. . . . He stressed that personal advantage played no part in this scheme—it was an increasing idealistic urge.

"It was with such thoughts in his mind that he was impressed on hearing his prophet [astrologer or fortune-teller], Haushofer, express

similar sentiments, and mention the Duke of Hamilton as a person of common sense, who must be horrified at this senseless slaughter. Haushofer [had] also remarked that he had seen Hess on three occasions in a dream piloting an aeroplane he knew not where. Hess took these remarks . . . as a message to fly to this country. . . ."

The Cabinet invited Lord Simon to interview him, and on June 10 a meeting took place. "When the Fuehrer," said Hess, "had come to the conclusion that common sense could not prevail in England, he acted just according to the rule of conduct of Admiral Lord Fisher: 'Moderation in war is folly. If you strike, strike hard and wherever you can.' But I can confirm that it was indeed always difficult for the Fuehrer to give orders for these [air and U-boat] attacks. It pained him deeply. . . ." Then, the keynote for Hess: "I thought that if England once knew of this fact it might be possible that England on [her] part [would be] ready for agreement."

Much learned medical investigation has been devoted to Hess's mental state. Certainly he was a neurotic, a split soul seeking peace in the pursuit

of power and in the worship of a leader. But he was more than a medical case. He believed passionately in his vision of Hitler's mind. If only England could share it too, how much suffering could be saved!

The Soviet Government were deeply intrigued by the Hess episode, and they wove many distorted theories around it. Three years later when I was in Moscow on my second visit I realised the fascination which this topic had for Stalin. He asked me at the dinner table what was the truth about the Hess mission. I said shortly what I have written here. I had the feeling that he believed there had been some deep negotiation or plot for Germany and Britain to act together in the invasion of Russia which had miscarried. Remembering what a wise man he is, I was surprised to find him silly on this point. When the interpreter made it plain that he did not believe what I said, I replied through my interpreter, "When I make a statement of facts within my knowledge I expect it to be accepted." Stalin received this somewhat abrupt response with a genial grin. "There are lots of things that happen even here in Russia which our Secret Service do not necessarily tell me about." I let it go at that.

\*These quotations are from *The Case of Rudolf Hess*, edited by J. R. Rees. The interpolated words in brackets are Mr. Churchill's.—ED.

## CHURCHILL ON ROMMEL

In February 1941 General Erwin Rommel arrived in North Africa with a small mobile force and soon after began a campaign which cost the British most of the territory they had won from the Italians. In his memoirs Mr. Churchill assesses Rommel's generalship: ". . . Rommel proved himself a master in handling mobile formations. . . . He was a splendid military gambler, dominating the problems of supply and scornful of opposition . . . he deserves the salute which I made him—and not without some reproaches from the public—in the House of Commons in January 1942, when I said of him, 'We have a very daring and skilful opponent against us, and, may I say across the havoc of war, a great general.' He also deserves our respect because . . . he came to hate Hitler and all his works, and took part in the conspiracy of 1944 to rescue Germany by displacing the maniac and tyrant. For this he paid the forfeit of his life. In the sombre wars of modern democracy chivalry finds no place. . . . Still, I do not regret or retract the tribute I paid to Rommel, unfashionable though it was judged."







WITH HITLER and other Nazis Hess went to Landsberg jail after failure of 1923 *Putsch*. Here Hitler dictated, Hess typed part of *Mein Kampf*.

# HESS

Is he a war criminal or simply a lunatic?

The enormous gloom of Spandau prison in West Berlin is empty these days, except for guards and seven top Nazis serving sentences imposed by the Nürnberg International Tribunal. Highest ranking Nazi of the group is the man who was Hitler's deputy führer, Rudolf Hess, the story of whose fantastic "peace mission" to Britain is told in this instalment of Mr. Churchill's memoirs. Whether Hess was actually crazy, as he often appeared to be, or merely craftily faking, as he later stated, has been a much debated subject. Mr. Churchill's own opinion is characteristically unequivocal: "I am glad not to be responsible for the way in which Hess has been and is being treated. Whatever may be the moral guilt of a German who stood near to Hitler, Hess had, in my view, atoned for this by his completely devoted and frantic deed of lunatic benevolence. He came to us of his own free will, and, though without authority, had something of the quality of an envoy. He was a medical and not a criminal case, and should be so regarded."



AS DEPUTY FÜHRER, Hess posed for formal portrait, made available for reproduction here by the U.S. Department of the Army. The

stern glare of the eyes and set of the brows were no doubt meant to convey unshakable resolve, but they suggest the fixed stare of a madman.

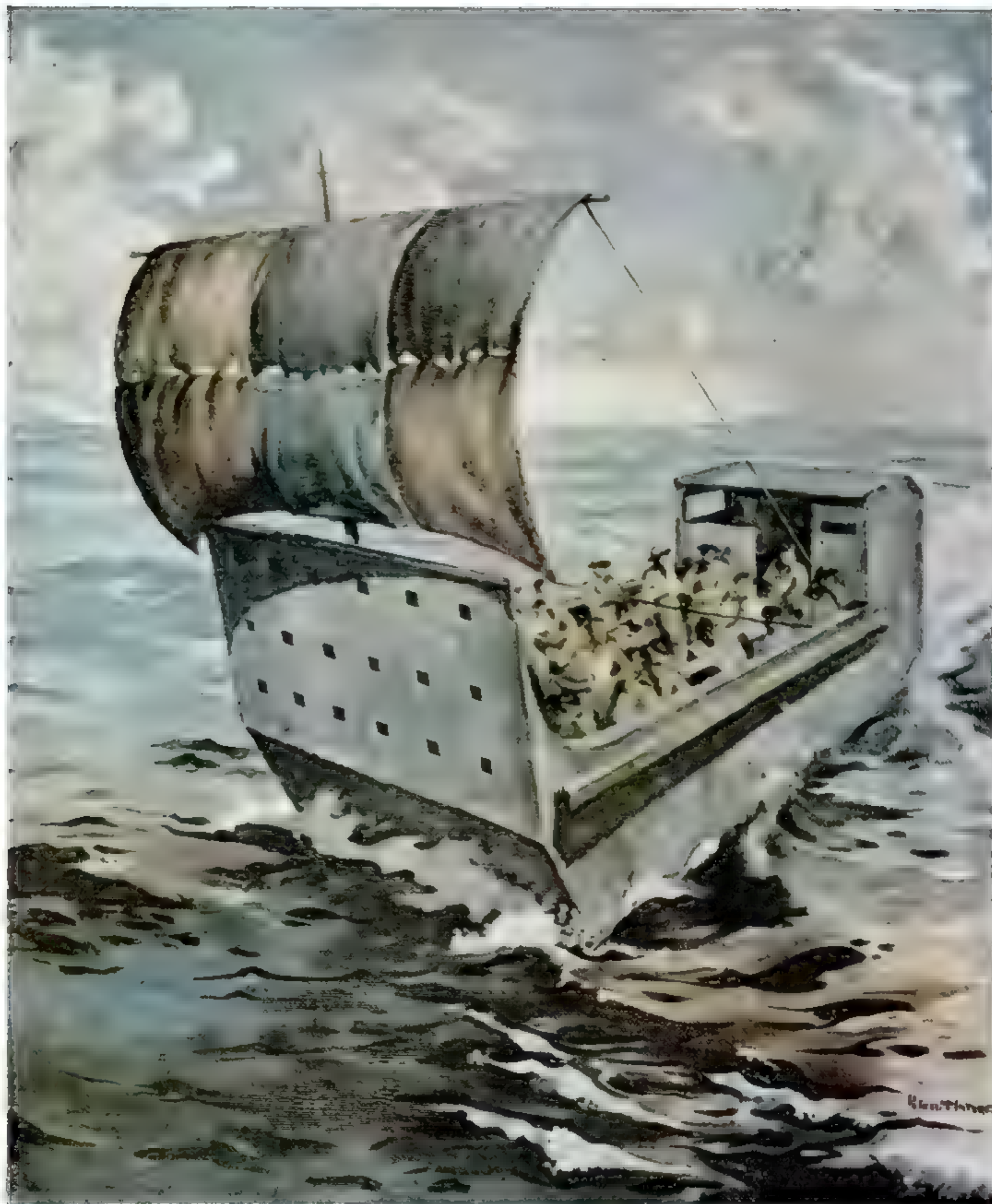


IN TRIUMPH Hess toured Austria in 1938, after the Nazis' bloodless occupation of the country. According to German reports, he was greeted with wild ovations and showered with flowers as Hitler's representative.



IN THE DOCK at Nürnberg Hess complained of stomach cramps and behaved as if in agony, sometimes having to be calmed down by guards. He was found guilty on two counts of the indictment, sentenced to life.





WITH BLANKETS FOR SAILS, A DISABLED LANDING CRAFT CARRIES DEFEATED ALLIED TROOPS FROM CRETE TO EGYPT

## CRETE

To the navy it became  
still another Dunkirk

The Germans overwhelmed the Allies on the island of Crete with glider and parachute troops. Once more the British navy, which had lost six ships during the battle, was asked to carry out a dangerous evacuation, this time without the air cover which had helped at Dunkirk. But, Mr. Churchill observes, "To Admiral Cunningham it was against all

tradition to abandon the Army in such a crisis. He declared, 'It takes the Navy three years to build a new ship. It will take three hundred years to build a new tradition.' " The navy brought off more than half of the expeditionary force of 29,000 men. Some others escaped in makeshift craft like the one shown in Peter McIntyre's painting above.



# THE FIRST BIG AIR INVASION

Germans threw away an elite unit to capture one strategic island

**I**N many of its aspects at the time it was fought the Battle of Crete was unique. Nothing like it had ever been seen before. It was the first large-scale airborne attack in the annals of war. The German corps of airborne troops represented the flame of the Hitler Youth Movement and was an ardent embodiment of the Teutonic spirit of revenge for the defeat of 1918. The flower of German manhood was expressed in these valiant, highly-trained, and completely devoted Nazi parachute troops. To lay down their lives on the altar of German glory and world-power was their passionate resolve. They were destined to encounter proud soldiers many of whom had come all the way from the other side of the world to fight as volunteers for the Motherland and what they deemed the cause of right and freedom.

I had suggested that General Freyberg should be placed in command of Crete. Bernard Freyberg and I had been friends for many years. When as a young volunteer from New Zealand in the First World War he had made his way through many difficulties to England he had an introduction to me, and met me one day in the Admiralty in September 1914 and asked for a commission. Here is no place to describe the long succession of glorious deeds of valour by which he rose in four years of front-line war to the command of a brigade. The Victoria Cross and the D.S.O. with two bars marked his unsurpassed service.

Freyberg, like his only equal, Carton de Wiart, deserved the title with which I acclaimed them of "Salamander." Both thrived in the fire, and were literally shot to pieces without being affected physically or in spirit. One day in the 1920's when I was staying at a country house with Bernard Freyberg I asked him to show me his wounds. He stripped himself, and I counted twenty-seven separate scars and gashes. To these he was to add in the Second World War another three. But of course, as he explained, "You nearly always get two wounds for every bullet or splinter, because mostly they have to go out as well as go in."

It was only our weakness in the air that rendered the German attack on Crete possible. The R.A.F. strength early in May was twelve Blenheims, six Hurricanes, twelve Gladiators, and six Fulmars and Brewsters of the Fleet Air Arm, of which only one-half were serviceable.

The battle began on the morning of May 20, and never was a more reckless, ruthless attack launched by the Germans. Their first and main aim was the Maleme airfield (map, *next page*). For an hour the surrounding positions were subjected to the heaviest bombing and machine-gunning hitherto experienced from the air. Before the bombardment was over gliders began to land west of the airfield. At 8 a.m. parachutists were dropped in large numbers from heights varying from 300 to 600 feet, in the area between Maleme and Canea. One German regiment of four battalions in the morning and a second in the afternoon were thrown in by a continuous stream of aircraft, utterly regardless of losses to men and machines. In all, around and between Maleme and Canea over 5,000 Germans reached the ground on the first day.

Retimo and Heraklion were both treated to a heavy air bombardment on that morning, followed by parachute drops in the



BERNARD FREYBERG

CONTINUED ON NEXT PAGE

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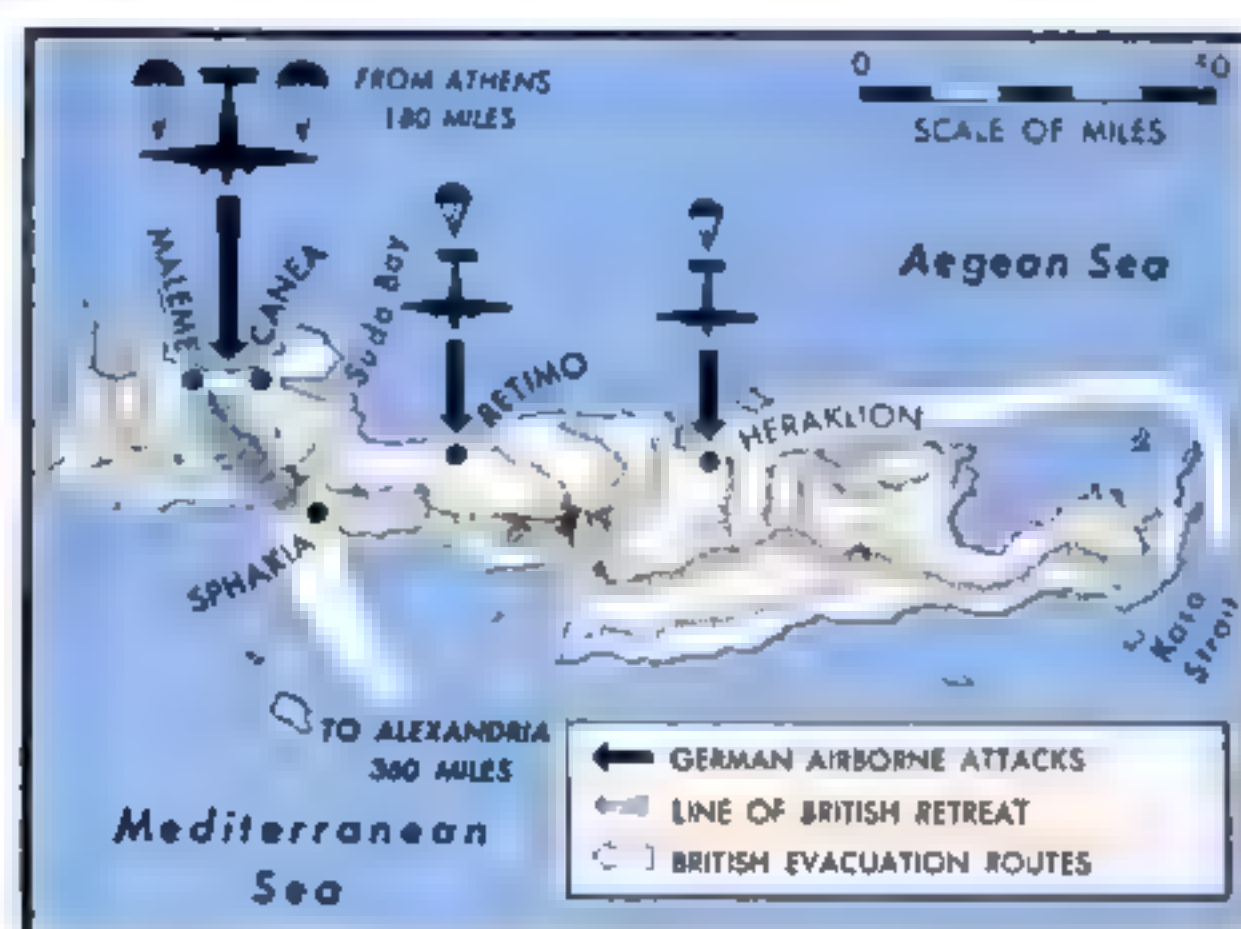
## CHURCHILL'S MEMOIRS CONTINUED

afternoon of two and four battalions respectively. Heavy fighting followed, but at nightfall we remained in firm possession of both airfields.

The onslaught continued on the second day, when troop-carrying aircraft again appeared. The German High Command seemed indifferent to losses, and at least a hundred planes were wrecked by crash-landing. Nevertheless the build-up continued.

On the third day Maleme became an effective operational airfield for the enemy. Troop-carriers continued to arrive at a rate of more than twenty an hour. Even more decisive was the fact that they could also return for reinforcements. Altogether it was estimated that in these and the ensuing days more than 600 troop-carriers landed or crashed more or less successfully on the airfield. At Heraklion the enemy were landing east of the airfield, and an effective hostile lodgment there began and grew.

On the night of the 21st our weary troops saw to the northward the whole skyline alive with flashes and knew the Royal Navy was at work. The first German seaborne convoy had started from the mainland on its desperate mission. At 11.30 p.m., eighteen miles north of Canea, Rear-Admiral Glennie, with the cruisers *Dido*, *Orion*, and *Ajax* and four destroyers, caught the Ger-



## THE BATTLE OF CRETE

Heaviest German attack fell on Canea and Maleme, where paratroops and airborne troops captured the airfield and pushed on to Suda Bay harbor. Lighter attacks were made against Retimo and Heraklion. Defenders fought hard but German air superiority was decisive. Most of Retimo force surrendered; Heraklion garrison was evacuated by sea. From Canea and Maleme, British retreated across the mountains to Sphakia, where thousands embarked for Alexandria. Five thousand troops were left behind but many escaped capture by hiding out with native population.

man troop-convoy, composed chiefly of caiques escorted by torpedo-boats. For two and a half hours the British ships hunted their prey, sinking not less than a dozen caiques and three steamers, all crowded with German troops. It was estimated that about 4,000 men were drowned that night.

In the fighting of the next two days the Navy lost two cruisers and three destroyers sunk, one battleship, the *Warspite*, put out of action for a long time, and the *Valiant* and many other units considerably damaged.\* Nevertheless the sea-guard of Crete had been maintained. The Navy had not failed. Not a single German landed in Crete from the sea until the battle for the island was ended.

Thanks to the free use of the airfield, however, the Germans' strength on the island grew continually. May 26 was the decisive day. Our front was broken on the landward side and the enemy

\*One of the destroyers lost was the *Kelly*, commanded by Lord Louis Mountbatten. Noel Coward used the *Kelly*'s story as the basis for a movie, *In Which We Serve*, and himself played the role of the *Kelly*'s commander.—ED.

CONTINUED ON PAGE 59



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"A DREAM IS A WISH  
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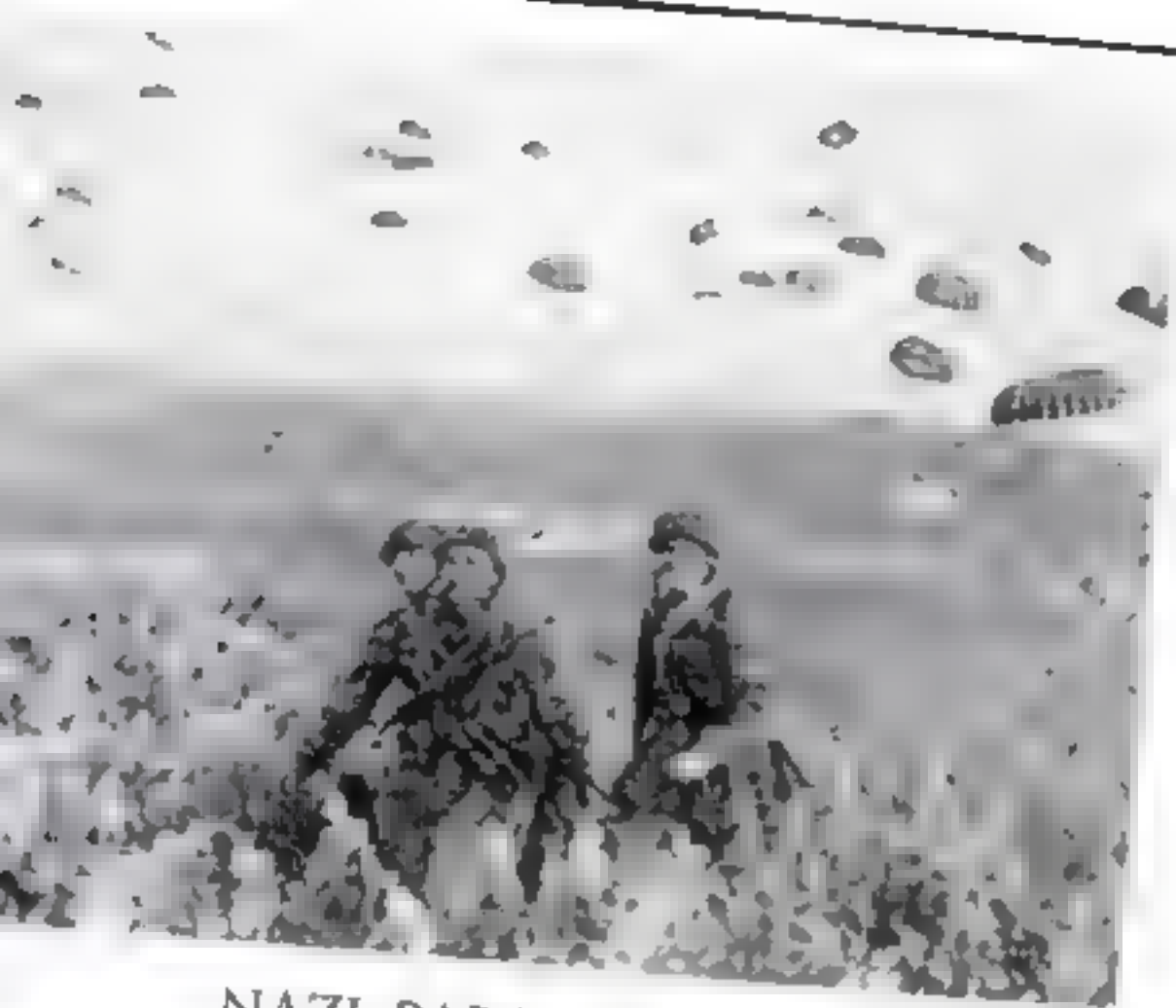
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## NAZI PARACHUTISTS

Germans distributed this picture as an illustration of parachute tactics they used on Crete. Soldiers in foreground have dispersed parachutes, are presumably moving up to assembly point.

Suda Bay. Communication with Freyberg's headquarters, and retirement southward across the island to Sphakia in his delegated authority. Late that night the decision to leave Crete was taken.

At the time the position was firmly held, although the troops were completely surrounded on the landward side and food and ammunition ran low. On the 30th, with their food exhausted, the troops surrendered, having killed at least 300 Germans. Some individuals contrived their escape.

They had to face once again the bitter and dismal task of an evacuation and the certainty of heavy losses. The harassed, overworked fleet had to undertake the embarking of about 22,000 troops from the open beach at Sphakia, across 350 miles of the south coast, lies at the foot of a steep cliff 500 feet high, reached only by a precipitous goat track. It was necessary to use the edge until called forward for embarkation. Four destroyers, under Captain Arliss, arrived on the 28th and embarked 700 men, besides bringing food and large numbers now gathering. Fighter protection was provided for the return voyage, which was made with only one destroyer.

At Suda Bay awaited the simultaneous expedition by Admiral Rawlings, which, with the cruisers *Orion*, *Ajax*, and six destroyers, went to rescue the Heraklion garrison. The *Ajax* and the destroyer *Imperial* were near the former had to return. Arriving at Heraklion before the destroyers ferried the troops to the cruisers. By 3.20 a.m. the work was complete. Four thousand men were embarked and the return voyage began. Half the steering gear of the damaged *Imperial* suddenly failed. Rawlings decided to order the destroyer *Hotspur* to take off all the *Imperial's* troops and crew, and sink her at reduced speed to 15 knots, and the *Hotspur*, with the soldiers, rejoined him just before daylight. He was a half late on his time-table, and it was not until he turned south to pass through the Kaso Strait. The aircraft had been arranged, but partly through the failure of the aircraft did not find the ships. The dreaded day came, and continued until 3 p.m., when the *Imperial* was sighted. At 6.25 a.m. she was hit by a torpedo and sank with the convoy. During the night the destroyer *Hotspur* was sighted, but



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## CHURCHILL'S MEMOIRS CONTINUED

all kept their southerly course in company. When the squadron reached Alexandria at 8 p.m. on the 29th it was found that one-fifth of the garrison rescued from Heraklion had been killed, wounded, or captured.

On the evening of the 28th Admiral King had sailed with the *Phoebe*, *Perth*, *Calcutta*, *Coventry*, the assault-ship *Glengyle*, and three destroyers for Sphakia. On the night of the 29th about 6,000 men were embarked there without interference. The whole body reached Alexandria safely. On the morning of the 30th Captain Arliss once more sailed for Sphakia and successfully embarked over 1,500 troops. That night General Freyberg was evacuated by air on instructions from the Commanders-in-Chief.

Admiral King sailed again on the morning of the 31st, with the *Phoebe*, *Abdiel*, and three destroyers. The embarkation went well, and the ships sailed again at 3 a.m. on June 1, carrying nearly 4,000 troops safely to Alexandria.

Upwards of 5,000 British and Imperial troops were left somewhere in Crete, and were authorised to capitulate. Many individuals however dispersed in the mountainous island, which is 160 miles long. They and the Greek soldiers were succoured by the villagers and country-folk, who were mercilessly punished whenever detected. Barbarous reprisals were made upon innocent or valiant peasants, who were shot by twenties and thirties. It was for this reason that I proposed to the Supreme War Council three years later, in 1944, that local crimes should be locally judged, and the accused persons sent back for trial on the spot. This principle was accepted, and some of the outstanding debts were paid.

SIXTEEN thousand five hundred men were brought safely back to Egypt. These were almost entirely British and Imperial troops. Nearly a thousand more were helped to escape later by various Commando enterprises. Our losses were about 13,000 killed, wounded, and taken prisoners. To these must be added nearly 2,000 naval casualties. Since the war more than 4,000 German graves have been counted in the area of Maleme and Suda Bay, another thousand at Retimo and Heraklion. Besides these were the very large but unknown numbers drowned at sea, and those who later died of wounds in Greece. In all, the enemy must have suffered casualties in killed and wounded of well over 15,000. About 170 troop-carrying aircraft were lost or heavily damaged. But the price they paid for their victory cannot be measured by the slaughter.

The Battle of Crete is an example of the decisive results that may emerge from hard and well-sustained fighting apart from manoeuvring for strategic positions. We did not know how many parachute divisions the Germans had. But in fact the 7th Airborne Division was the only one which Goering had. This division was destroyed in the Battle of Crete. Upwards of 5,000 of his bravest men were killed, and the whole structure of this organisation was irretrievably broken. It never appeared again in any effective form. The New Zealanders and other British, Imperial, and Greek troops who fought in the confused, disheartening, and vain struggle for Crete may feel that they played a definite part in an event which brought us far-reaching relief at a hinging moment.

In the German report of their examination of our prisoners of war the following note occurs, which, in my gratitude to those unknown friends, I venture to quote: "As regards the spirit and morale of the British troops, it is worth mentioning that in spite of the many setbacks to the conduct of the war there remained generally, absolute confidence in Churchill."

## RUSSIA IS INVADED AND CHURCHILL MEETS EE

How secret intelligence gave Mr. Churchill advance notice of German plans to invade Russia; how he tried to solve the problems of a second front; how he dealt with the Charter: a description of these events as found in the second volume of Churchill's memoirs.





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## Clean Coup CONTINUED



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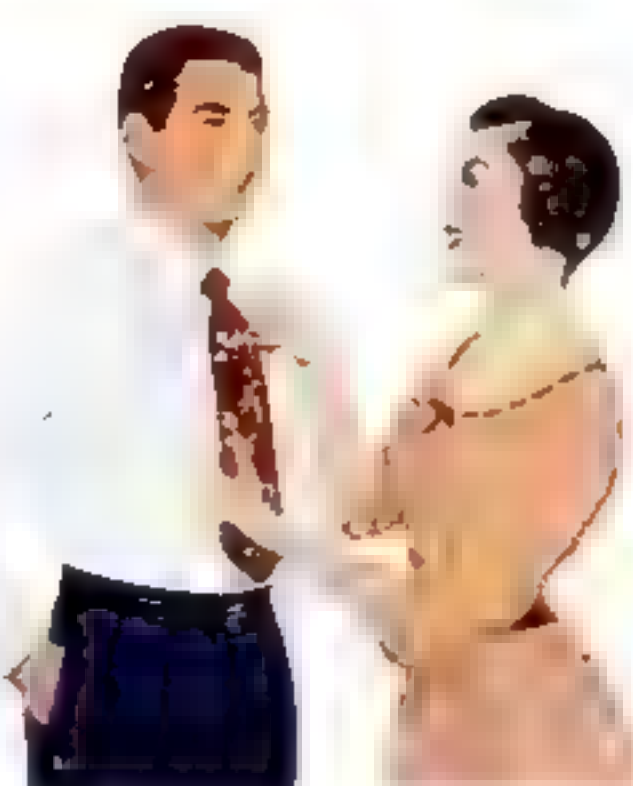
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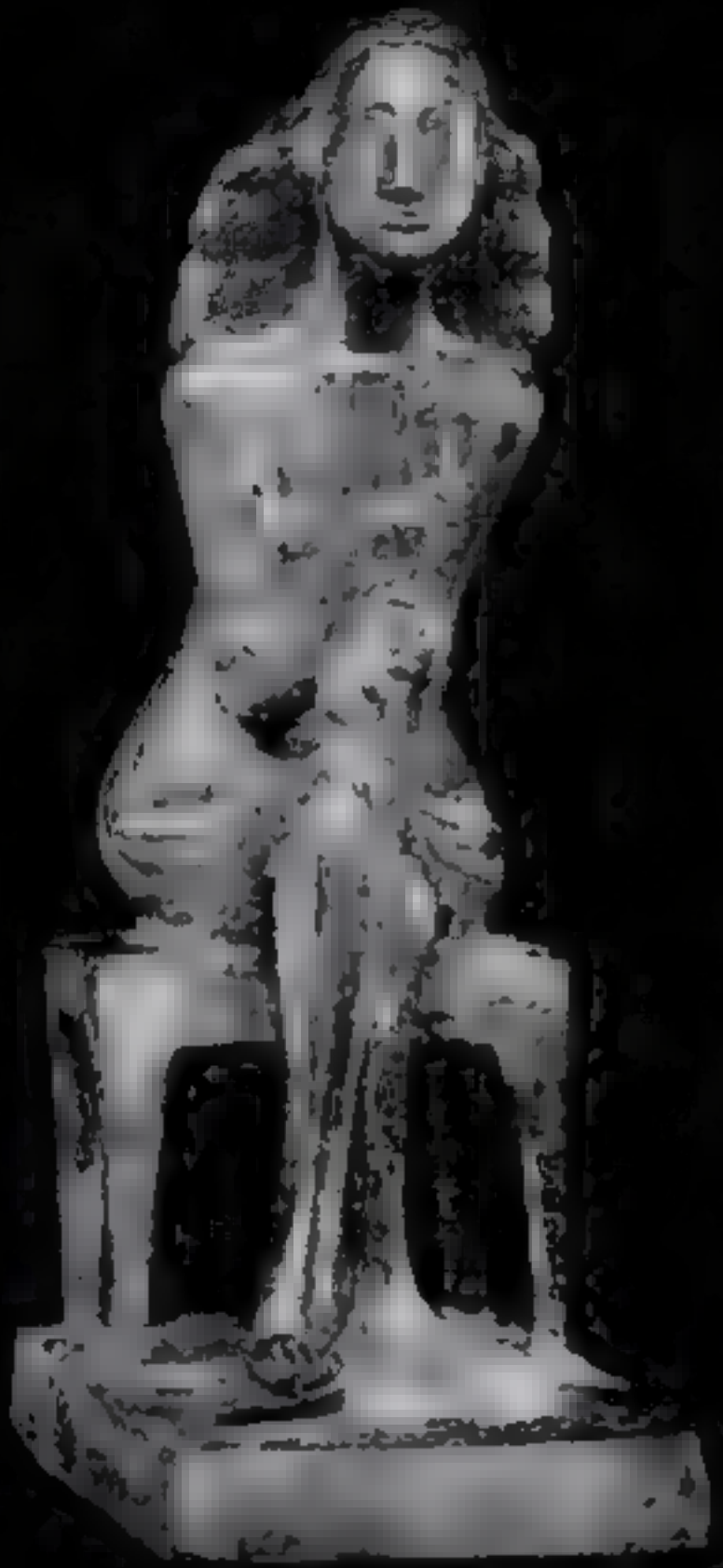


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*for Valentines*

Cluett, Peabody & Co., Inc.

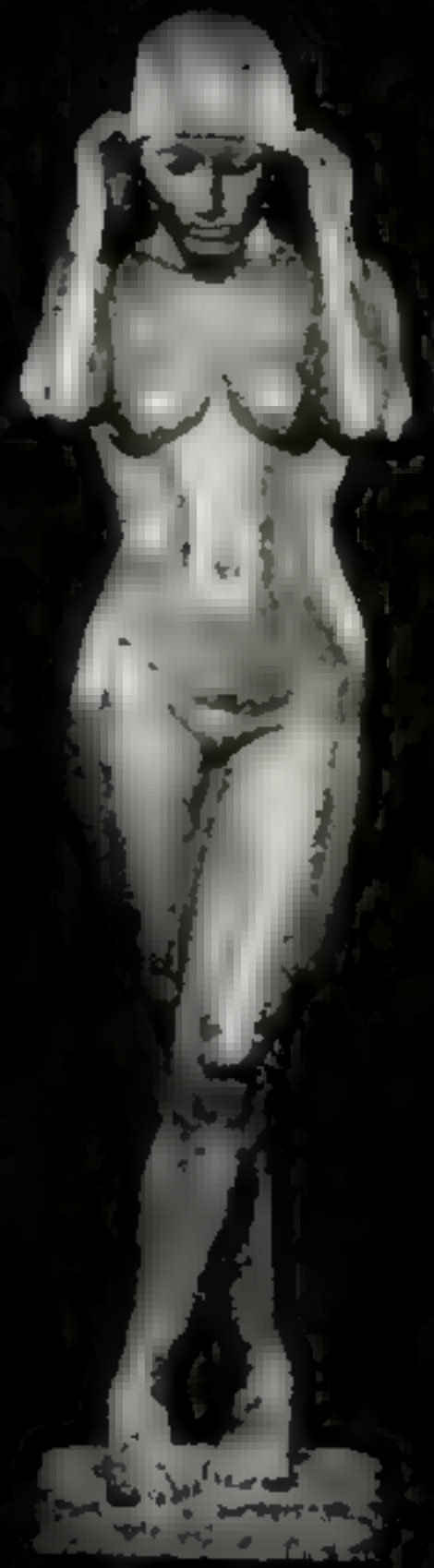




MELUSINE II



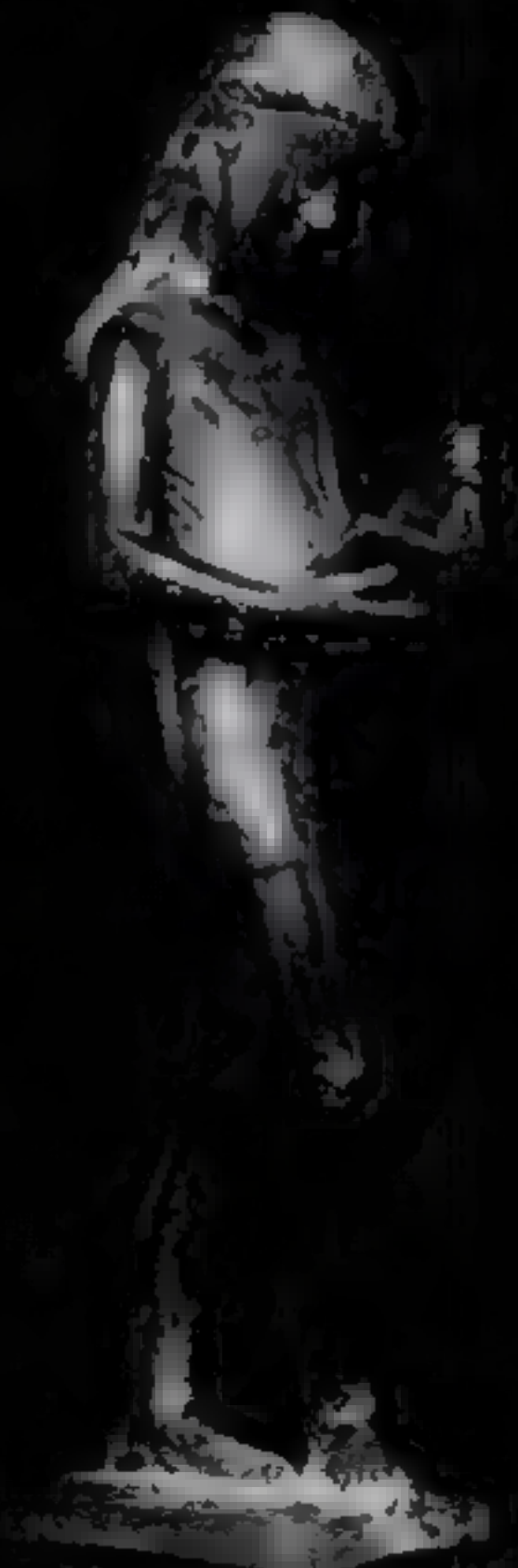
FLUTE PLAYER



GIRL SWIMMER

# A SCULPTOR BEGINS ANEW

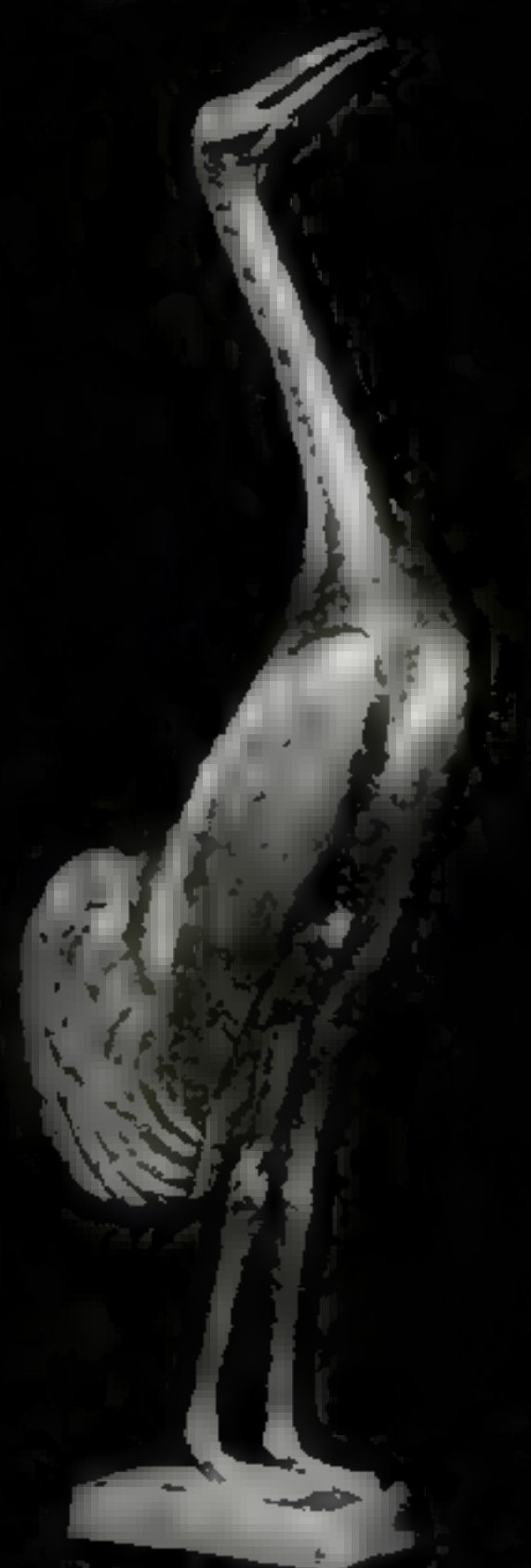
Although they considered him "degenerate," the Nazis did not physically molest Gerhard Marcks, one of Europe's leading sculptors. World War II, which killed Marcks's beloved son, also destroyed almost the whole of his lifework. But his post-war statues, some of which are shown here, have retained Marcks's characteristic qualities of gaunt soulfulness and classical serenity and are a welcome sign that something vital in German culture has survived the years of war and desolation.



GIRL READING



GRANDMOTHER AND GRANDCHILD



CALLING CRANE





A Scientific Measurement of your hearing loss is the first step in erasing the handicap of deafness. Skilful fitting is also essential - to restore the proper balance to your hearing. There are 104 separate adjustments the Sonotone Consultant can make to correct accurately virtually any hearing loss.

## BUT NOW— "NOBODY KNOWS I'M DEAF!"

THIS YOUNG MAN's deafness used to be written all over his face—due to the constant strain of trying to hear. But now, nobody notices his deafness!

This is encouraging news for those who hesitate to wear a hearing aid for fear of being conspicuous. Not just this young man, but many others have been restored to normal living by Sonotone.

One of these happy people, a young career girl, tells her story in words and pictures in a free booklet that is yours for the asking. Famous photographer George Karger took the pictures that illustrate this girl's story—showing how normal a life she leads with her Sonotone. Nobody knows she's deaf!

You can get your free copy of "Nobody Knows I'm Deaf," in a plain wrapper, by

sending in the coupon below. You'll learn why deafness is actually *less* conspicuous with a Sonotone than without one! You'll learn about Sonotone's amazing OUT-A-SIGHT fitting, and how small and light a Sonotone really is. You'll also learn how you can get a "picture" of your hearing free.

So, if you or any of your friends or family have a hearing problem, send for this free booklet today. Your free copy of "Nobody Knows I'm Deaf" will be sent promptly, in a plain wrapper. Why not tear out the coupon right now, while you're thinking of it?

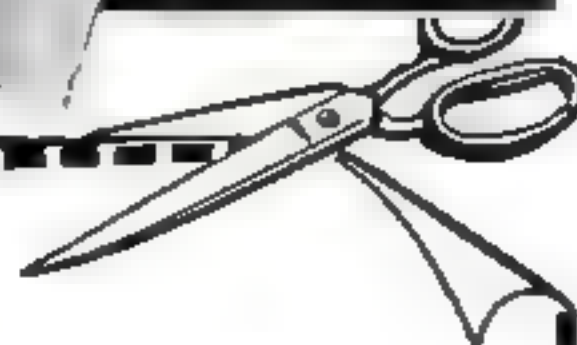
There are 350 Sonotone offices in the U. S. Look for the nearest in your phone book.



No TELLTALE BUTTON in your ear when you wear Sonotone's revolutionary OUT-A-SIGHT! No one notices you wear a hearing aid, and your hearing is so smooth and natural you forget it, too.



WRITE NOW FOR FREE BOOKLET!



SONOTONE, Box 403, Elmsford, N. Y.

Please send free booklet, "Nobody Knows I'm Deaf", to:

Name.....

Address.....Apt.....

City.....State.....

## SCULPTOR MARCKS CONTINUED



## HIS MAJOR NEW WORK



MARCKS TODAY

Marcks's most imposing work in recent years has been the group of figures above, placed in niches in the 14th-Century Catherine Church in Lübeck. He started making sketches for them in 1933 but had to abandon the project because of the disapproval of the Nazis (who later melted down a good amount of his work to make shell casings). The statues were finally completed and put in place in 1949. They are 6 feet 6 inches high and made of red clay that harmonizes with the bricks of the wall. They represent (left to right): *Arsonist*, *Virgin*, *Mother and Child*, *Cassandra* and *Prophet* and sum up the torment and starkness of German life in Marcks's time. "To us [Germans] they are more than symbolic figures," said a critic. "They are taken right from the unchanging phenomena of our everyday life." The first figure, with its Russian-style helmet, may well represent the artist's image of the Red army vandals who strode into his studio during the collapse of Germany, gave a few grunts of displeasure and then smashed everything in sight.





## You're looking at the first 60 minutes of a miracle!

This is her first hour in Israel!

And in that hour, the sorrow and misery, the hunger and fear, of her long flight are momentarily forgotten . . . banished by the joy of the miracle that brought her here . . . a miracle that is really many miracles in one.

*It's a miracle that Israel is reborn . . . a miracle that the Jews held off the Arabs . . . a miracle that 250,000 Jews were brought to Israel in 1949.*

But these miracles didn't just happen! A world of suffering and toil, of blood and sweat went into their making.

And even then, no miracles could have been wrought if *you* hadn't worked valiantly and given generously!

Thousands . . . yes, tens of thousands of people still stand before the gates of Israel, pleading to be let in. For them, homes must be built. Clothes must be made . . . tools must be fashioned . . . crops must be planted. Factories must be built, and hospitals must be started.

And *you* . . . you who have helped to bring about so many miracles, must buckle down and help some more . . . and still more.

The work is started, and prospers mightily. The goal is actually in sight. But it cannot be attained . . . indeed, all that has gone before can come to naught . . . if we fail to do what is expected of us now.

So work for Israel. Give for Israel. For was it not written: "Thou shalt not harden thine heart,

nor shut thine hand from thy poor brother, but thou shalt open thine hand wide unto him . . ."

## UNITED JEWISH APPEAL

*on behalf of the Joint Distribution Committee, United Palestine Appeal and United Service for New Americans.*

U.J.A. supports immigration and settlement in Israel, rehabilitation and relief in Europe and North Africa and the adjustment of refugees in the United States.

HENRY MORGENTHAU, JR., General Chairman  
165 West 46th Street, New York 19





## *Why students prefer Royal 2 to 1 over any other make!*

These 6 famous features give you a clue,  
but only when you try the sturdy, fast  
Royal Portable will you really know why!



**1. "Magic" Margin.** Easiest, quickest way to set margins. No fuss, no fret—click, it's set! Only Royal has it!



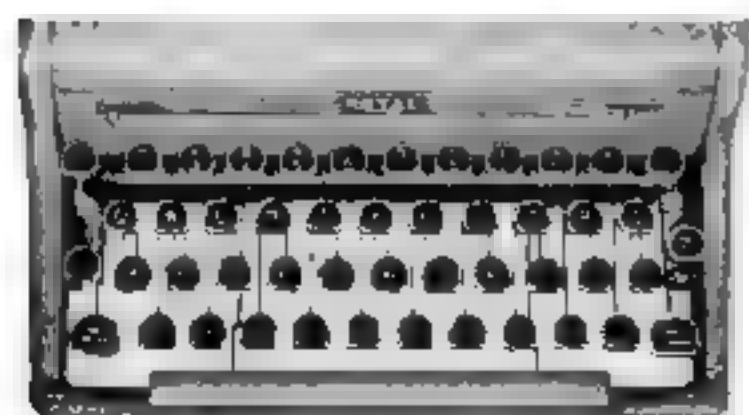
**2. Finger-Flow Keys.** Shaped to contour of finger tips, keys promote easier, faster typing. Only Royal has them!



**3. "Touch Control."** On the Royal every member of the family can set touch of the keys to suit himself!



**4. Speed Spacer.** Built-in space bar makes typing more comfortable. No more sore thumbs!



**5. The Standard Typewriter in Portable Size.** Fully standard keyboard in size, slope, distance between rows of keys and position of controls!

1st step	H
2nd step	H <sub>2</sub>
3rd step	H <sub>2</sub> O

**6. Line Finder.** Speeds and simplifies between-line writing, as in chemical formulas. Ideal for students!

**Bull's-eye News!** Only on Gray Magic Royal Portable can you get all these features! "Magic" Margin. Finger-Flow Keys. Speed Spacer. "Touch Control." Locked Shift Freedom. Line Finder. Rapid Ribbon Changer. Automatic Paper Lock. Touch-set Tabulator. Air-flight Case. Technical and foreign language keyboards, and a type style for every purpose. *See how easy it is to own one! Go to your dealer's now!*

## GRAY MAGIC ROYAL PORTABLE

Made by the World's Largest Manufacturer of Typewriters

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.





THE SETTING SUN PEEKS OVER JOAN CAULFIELD'S SHOULDERS AS SHE LIES ON A CALIFORNIA BEACH IN THE POSE THAT COMES MOST NATURALLY TO A PETTY GIRL

# THE PETTY GIRL

Idol of the dorms comes to life  
as Movie Actress Joan Caulfield

Long legged, roundhipped, broad-shouldered, generally smiling, always averse to opaque clothing, the Petty girl is still going strong 20 years after George Petty first drew her for a Midwest brewery's near-beer advertisement. In 1933 she strode onto the pages of *Esquire* magazine and thence to the walls of practically every dormitory, barracks, locker room, bar and grill where American males congregate. Now here she is in the flesh—the flesh

of Joan Caulfield (above), star of the forthcoming Columbia movie, *The Petty Girl*. Miss Caulfield's previous roles have been demure and dressed-up. To get this one, she put on a French bathing suit and shouldered aside 260 other contestants. Artist Petty took a look at the Caulfield qualifications—height, 5 feet 5 inches; weight, 110 pounds; bust, 35½ inches; hips, 35½; hair, honey blond; eyes, blue—and said that was just what he meant all the time.

CONTINUED ON NEXT PAGE



Petty Girl Continued



**TWELVE MORE PETTY GIRLS**, each representing a month of the year, surround Joan Crawford in a colorful song and dance number which climaxes the movie. Clockwise from the top: Shirley Ballard (in white fur coat), January; Jetty Parker, Febru-

ary; Barbara Freking, March; Shirley Whitney, April; Claire Dennis, May; Betsy Crofts, June; Joan Larkin, July; Lucille La Marr, August; Eleanore Howe, September; Carol Rush, October; Eloise Farmer, November; Dorothy Abbott, December.





## Look who's started loving liver!

What about your baby? Does he smack his lips when you offer that important Vitamin A food—liver? Until you see and taste Gerber's Liver, you can't possibly know it hasn't even a trace of the usual liver bitterness. Ummm! *This* good-for-Baby meat really tastes good.

And oh, the luscious Beef and Veal Gerber's bring your young hopeful. You'll see, every spoonful has true meat flavor—and color. Yes, years of preparing *only* baby foods, have taught us that even tiny

infants prefer foods that look, taste and "feel" good on the tongue.

The sooner the better! The very week your doctor says, "Start your baby on protein-rich meats"—get Gerber's Meats. They're oh-so-carefully prepared for your infant or toddler. Every spoonful is selected Armour Beef, Veal or Liver. So look for the famous Gerber Baby on wonderful meats—and everything from Starting Cereals through Strained and Junior Foods.

**ARMOUR** 

 **Gerber's**  
BABY FOODS  
Fremont, Mich.



Babies are our business... our only business!

### Mothers Club News



Reported by  
*Mrs. Ben Barker*  
(Mother of 5)

**"SWEETS" FOR 2 SWEETS**—you and your toddler. Your Reporter tried this lunch-eon treat. Dees-licious! And, so easy to whip up!


#### SWEET POTATO PUFF

- 1 Container Gerber's Sweet Potatoes
- 1 egg, slightly beaten
- 1 tablespoon orange juice
- 1 teaspoon brown sugar
- ½ teaspoon grated orange rind
- Cinnamon or nutmeg (optional)

Combine all ingredients except spice. Pour mixture into buttered custard cups which have been placed in pan partly filled with hot water. Dust yours lightly with cinnamon or nutmeg. Omit spice on Baby's portion. Bake in moderate oven (350° F.) 35-40 minutes—or until mixture is firm. Makes 2 tasty servings.



**MEDICAL ADVICE.** Remember, your doctor is the only real authority on your child's health! That's why regular check-ups are so important. Is Baby due for one now?

**SPEAKING OF DOCTORS.** Did you know this? All Gerber's Baby Foods are approved by the Council on Foods and Nutrition of the American Medical Association. 



Mothers all over the country are discovering that Gerber's Strained and Junior Meats for Babies cost much less than home prepared meats. And, oh, the hours of time they save! No tedious scraping! No cooking! And, Gerber's Beef, Veal, Liver (prepared from selected Armour cuts) have the complete high quality proteins many doctors advise when Baby's a few weeks old. What a wonderful way to complete those meals of Gerber's True-Flavor Vegetables, Fruits and Desserts.



**SHOWER GIFT IDEA** from a Pebble Beach, California mother. She writes: "My gift is ten times as welcome as that tenth hand-knit sweater or soaker." What is it? A pretty basket filled with Baby Foods.

**FREE SAMPLES** of Gerber's 3 good-tasting Cereals. Write, Dept. LF2-0, Fremont, Mich. In Canada, Gerber's, Toronto.



# "You never had it so good!"

says **VAN JOHNSON**

now starring in M-G-M's new hit feature

**"BATTLEGROUND"**

Watch for it at your local theatre



**Remember When?** Remember the gags and gripes and guts and glory of the wonderful guys you knew? Remember the Joe who cut your hair and the chow you never want to see again?

Remember the helmet that turned out to be a shaving basin, and a pillow, and water bucket?

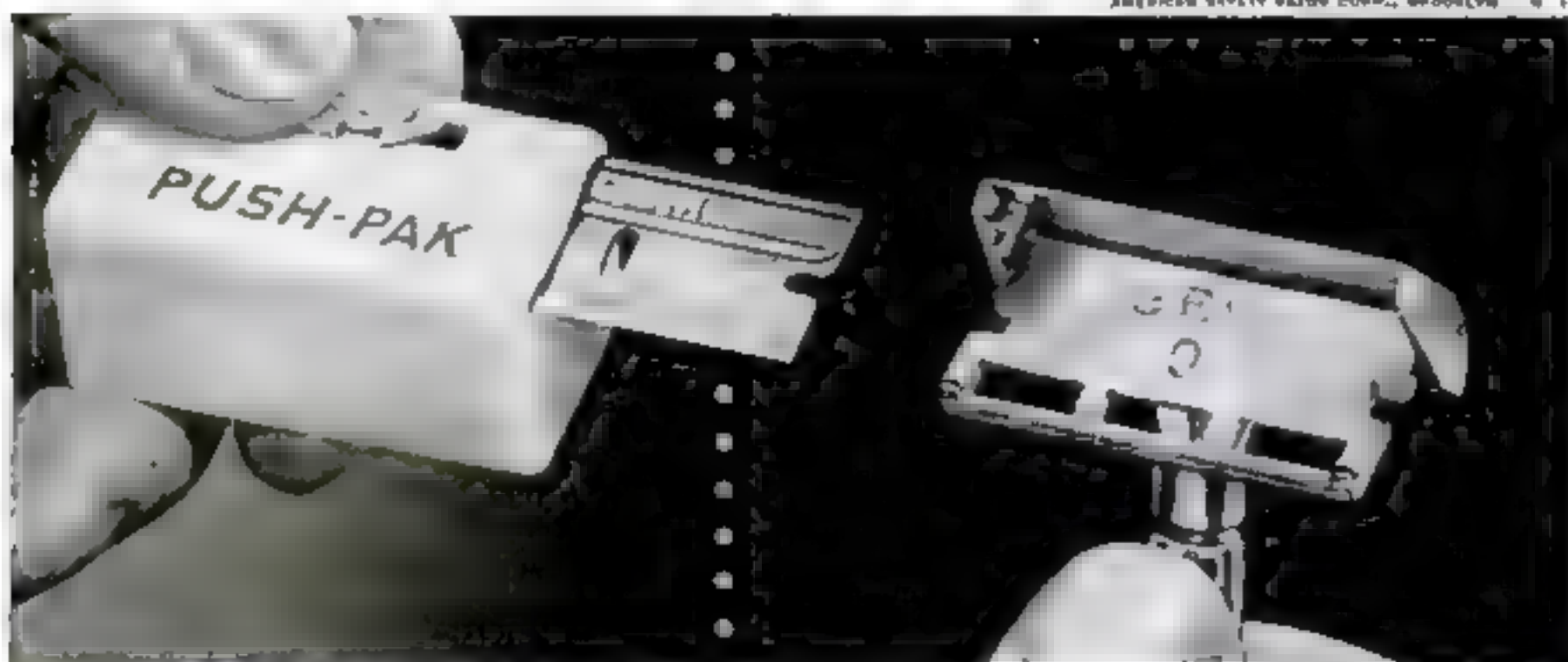
Why, you even wore it now and then so you wouldn't get a hole in the head.

Yes, those were the days. And with all their grimness there were somehow plenty of laughs. That's how you remember them and that's how you'll see them when you go to M-G-M's great

new feature film: "Battleground."

One thing sure, you've never had a *shave* so good! The new Gem razor, with its swell new Push-Pak, gives you the fastest, easiest, cleanest shave you ever had. Yes, see for yourself... once over and you're clean!

AMERICAN SAFETY RAZOR CO., NEW YORK, N. Y.



## GEM PUSH-PAK

### A Fresh Blade In A FLASH!

Perfect dispenser ends blade unwrapping. Just push the arrow—blades can't jam. Window shows how many blades are left. For any Gem razor! Heavier Gem Blades outlast all others regardless of number of edges. Push-Pak with 10 blades... 49c

## GEM RAZOR

### A Clean Shave In A FLASH!

Wonderful how a once-over can leave your face so clean! Astonishing that a shave can be so gentle and so fast! Gem's newly-adjusted blade setting gets whiskers at the base. Gem razor with 10-Blade Push-Pak. \$1.49 value... 98c

# You never had a shave so good!



Switch to

# GEM

avoid '5 o'clock Shadow'

PRECISION **ASR** PRODUCTS

**GEM GUARANTEES:** Once over and you're clean...or money back.





FLOODLIGHTS BLAZE AT TEST STATION WHERE TASSEL CONTROL PROCESS WAS TRIED. LIGHTED PLANTS (LEFT) HAVE FEW TASSELS; OTHERS (RIGHT) HAVE FLOWERED

## SLEEPLESS SUGAR

Hawaiian cane yields bigger crop when kept awake by illumination

The floodlighted tropical scene above is a part of the strangest sugar plantation in the world—an experimental plot in Honolulu, where scientists have increased the yield from sugar cane by keeping plants awake with strong lights at night when they should be resting. This tampering interrupts the sex life of the cane plant, prevents it from producing seed-bearing tassels. Normally cane stops producing sugar when it starts tasseling; unable

to tassel, it simply grows taller. The yield of sugar from the experimental plot has increased from 10 to 11 tons an acre. Dr. George O. Burr, chief biochemist of the Hawaiian Sugar Planters' Association, who directed the tests, believes lights change the action of some unknown chemical but otherwise is unable to explain the phenomenon. Since the sugar cane is grown from cuttings rather than seed, the lack of tassels and seeds does not matter.



EFFECT OF LIGHT on the cane is shown in this field which is in full flower except in dark circles where tassels are growing at the base of poles holding light.



CANE IS COMPARED by Dr. Burr. The stalk at the right is taller, thicker, productive type aided by lighting. Leafy stalk of the flowered plant (left) holds little sugar.





**PERFECT CIRCLES** are formed by new skirts. Center: "Happy Train" runs around hem of Charlott felt skirt (\$70). Clockwise from upper left: large patterned flowered print (Alice of California, \$10.95); pool to village on white cotton (Mad-

ison Sportswear, \$10.95); pink strong man on black felt (Charlott, \$70); "Americana" farm community (Zukin, \$17.95); a still life hand-painted "in the manner of Braque" on artist's canvas (Charlott, \$100); cotton batik (Crystal, \$10.95).

# Circle Skirts

Big and boldly decorated, they are sure to stir up conversation

By all the rules of fashion logic the newly popular circle skirts make no sense. At a time when the slim silhouette is the rule, these are very voluminous. Instead of appearing first in the costliest price ranges and filtering gradually down to popular price levels, they have recently zoomed to popularity in all price levels (\$6 to \$100) at the same time. And instead

of being introduced in the east and moving gradually west like most fashions, they made their first U.S. appearance in California and moved gradually east. They are ideal for home entertaining because their big, novel patterns become immediate conversation pieces. They go well with simple blouses or sweaters. Circle skirts also can be made easily at home (p. 84).

CONTINUED ON PAGE 63





# Speeding business through electronics...

The IBM machines illustrated use electronic principles. Clockwise from the top, they are: Electric Time System, with Electronic Self-regulation; Alphabetical Collator; Statistical Machine; Card-programmed Calculator, including Calculating Punch; Punched Card Sorter. For descriptive literature, write to Dept. E.

Through IBM research and development, the remarkable abilities of electron tubes have been put to work in business machines.

Electron tubes—fast, versatile, accurate—are used in the IBM Machines pictured here to calculate at extraordinary speeds, to “remember” the answers to intricate computations, to follow long series of instructions, to control the flow of electricity with amazing precision.

IBM Electronic Business Machines are cutting the time between questions and answers—helping science and industry produce more good things for more people.



INTERNATIONAL BUSINESS MACHINES CORPORATION  
590 MADISON AVENUE • NEW YORK 22, NEW YORK





*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...  
The Beer that made Milwaukee Famous!"*







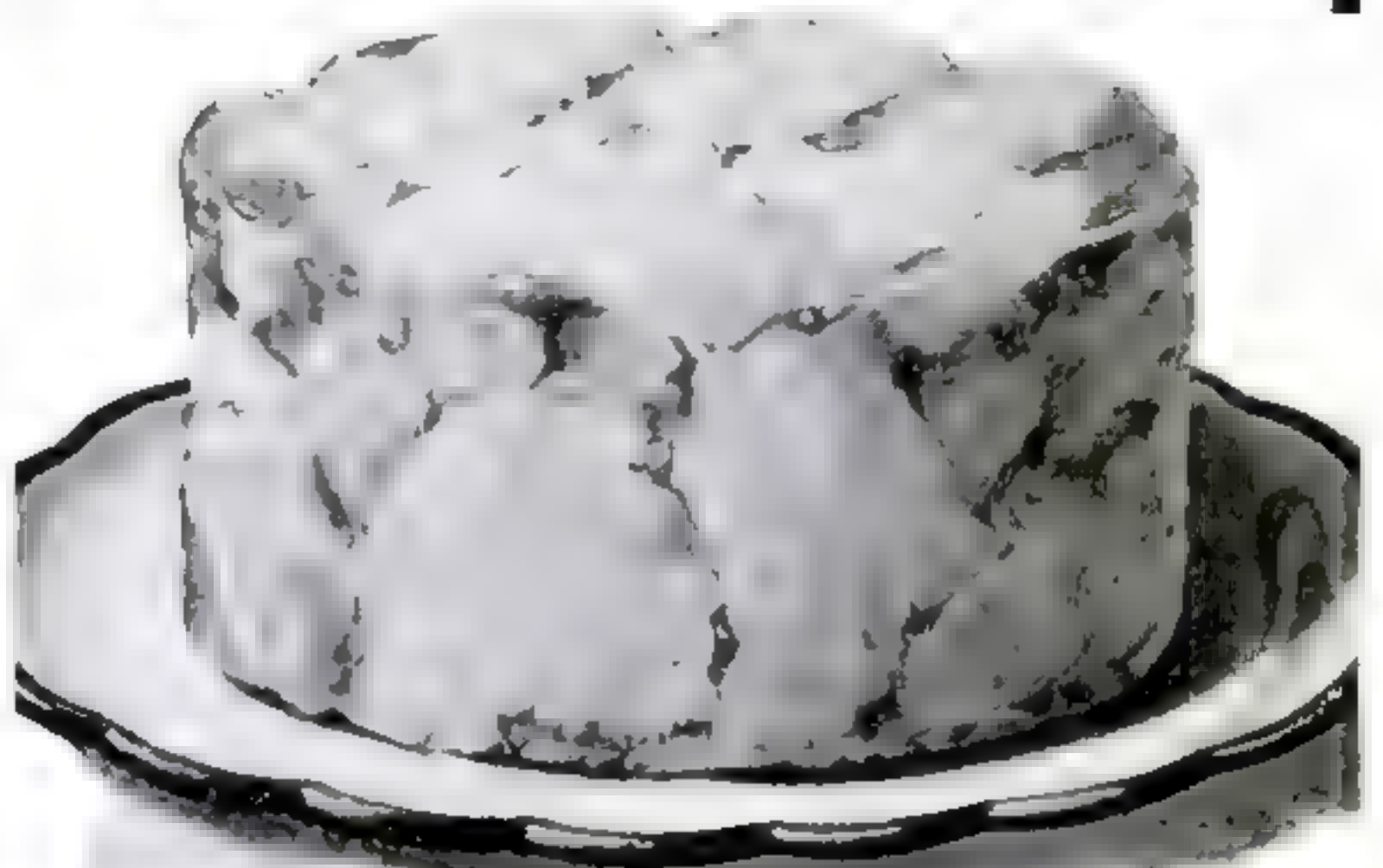
**SOCIALITE HOSTESS** Natalie Friede wears a Bergdorf Goodman \$70 circle skirt of felt which has a spider-and-fly legend appliquéd in felt and sequins.



**CAREER GIRL HOSTESS** Joan Wilson wears Zukin's \$17.95 cotton skirt which has over-all antique pattern, with the season's popular sleeveless blouse.

CONTINUED ON NEXT PAGE

# Swanson Boned Turkey



for *Easy, Tasty Meals!*

- It's ready to serve, all meat and cooked in the container with full flavor and natural juices sealed in. Six-ounce can equals approximately a pound of New York dressed turkey! Dozens of ways to serve—creamed in casseroles, sandwiches, salads, etc.

Available in—  
most food stores. Also  
try delicious Swanson  
Boned Chicken!



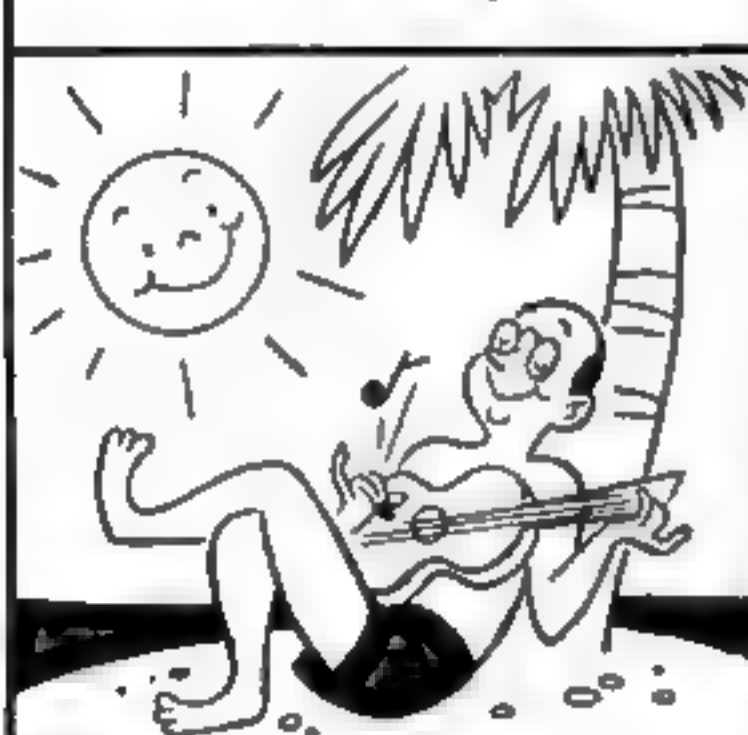
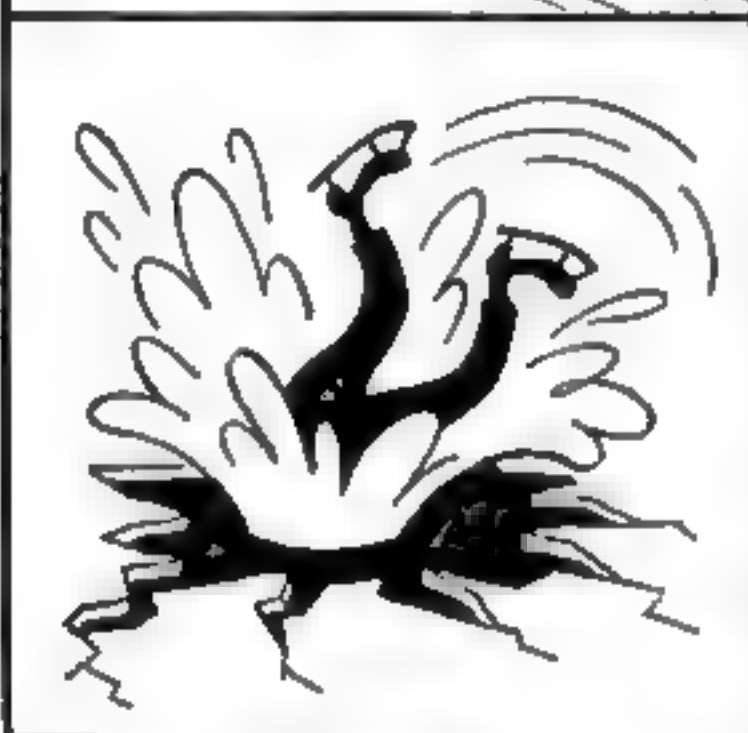
**FREE RECIPE BOOK** of chicken and turkey recipes, beautifully illustrated in color. Write Sue Swanson, Dept. L2, 1202 Douglas, Omaha.



**C. A. SWANSON & SONS • OMAHA, NEBRASKA**



LOOKING  
for SOMETHING  
?

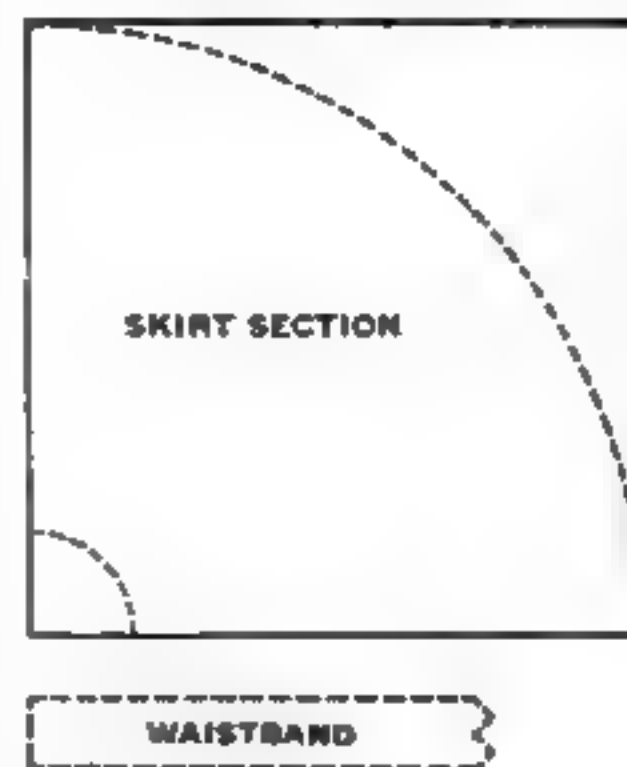


To find the services  
you need—use the  
**YELLOW PAGES**  
OF YOUR TELEPHONE DIRECTORY

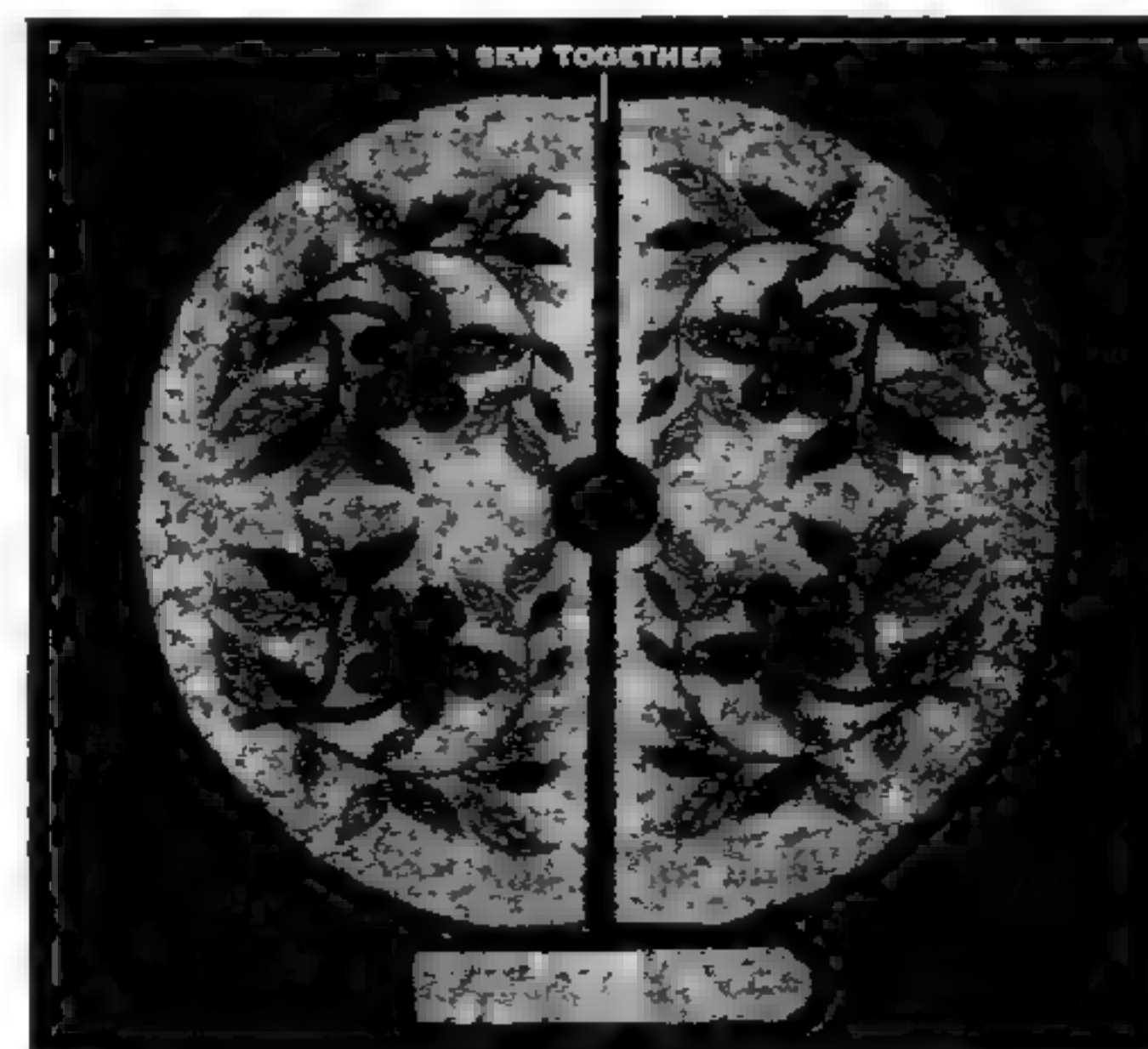
CIRCLE SKIRTS CONTINUED

## A SKIRT FOR \$6.45

The most popular materials for circle skirts are cotton and felt. Cotton, which comes in one-yard widths, necessitates two seams, but felt, which is available in 72-inch width, requires none at all. Four yards of screen-printed cotton (Fuller Fabrics makes it especially for this use at \$1.50 a yard) will make a full circle skirt. The pattern (sketched at right) is supplied by McCall's for 45¢. Even an inexperienced seamstress can make the few cuts (below) and do the stitching in a single evening.



HOW TO DO IT is shown here. One yard at either end of a four-yard piece of material is folded under, making a double layer of cloth. The pattern is then placed over this and cut. The result is a double quarter (above) or half circle. Two such halves (below) are sewn together to make the full circle skirt.



Singer



Eugenie Baird, singing star of CBS "Sing It Again" program, sings the praises of Italian Balm for keeping hands lovelier.

Smoother, softer, chap-free hands—that's Italian Balm's promise! Quicker results. Softens roughest, driest skin overnight. Pure, rich, concentrated—not a thin or watery lotion. Choice of countless doctors, nurses, housewives. So soothing to children's tender, chapped skin. Amazingly economical. So widespread, one drop serves both hands. 25¢, 50¢, \$1 per bottle.

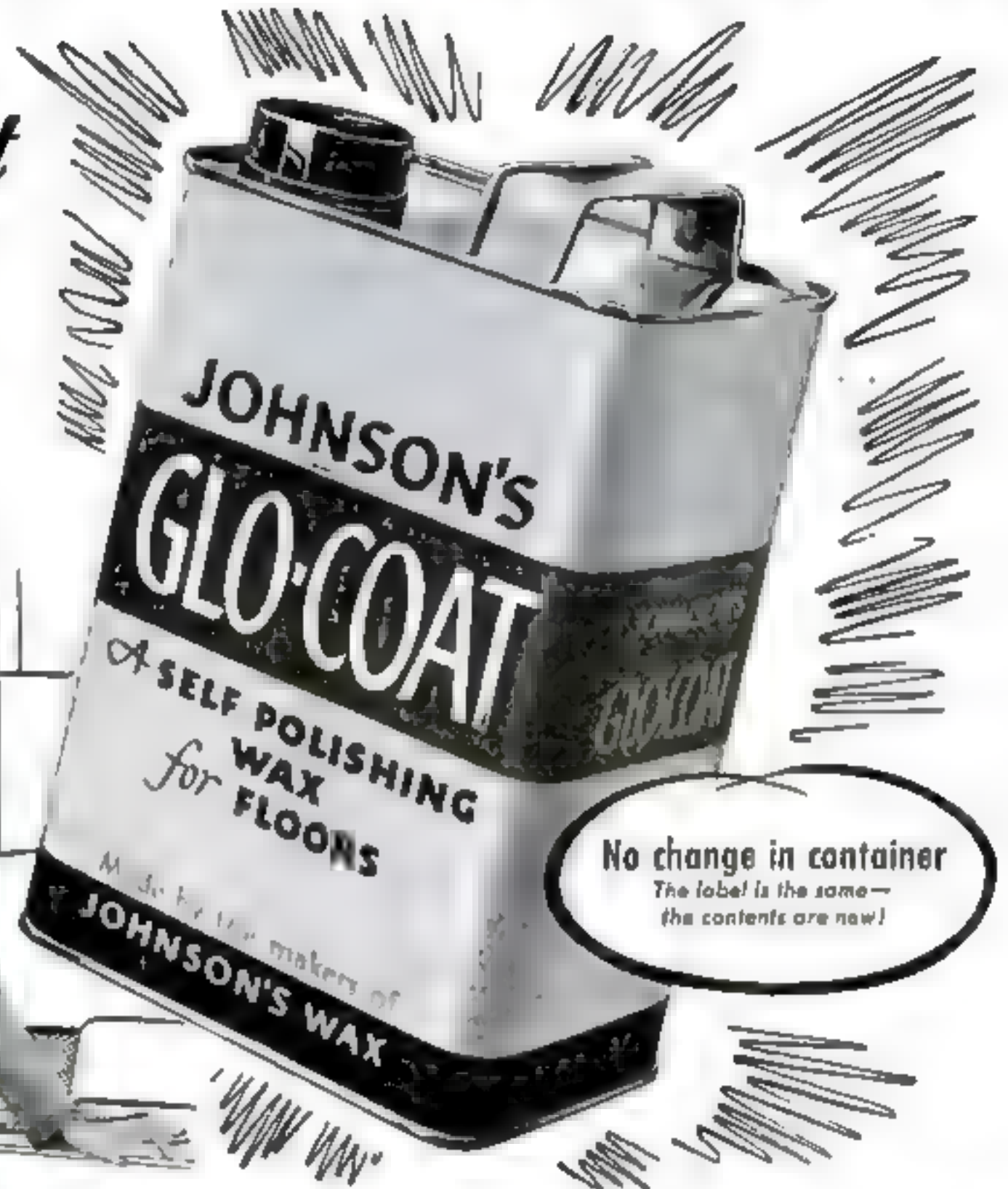
*Campana*  
**Italian Balm**  
for CHAP-FREE HANDS





# NOW...GLO-COAT IS WATER-REPELLENT! MOPPING WON'T WASH ITS SHINE AWAY!

*At last a self polishing wax that stays on the floor...even after repeated damp moppings!*



**Never before has there been a self polishing wax like the Johnson's Glo-Coat your dealer is now selling!**

Now Glo-Coat gives your floors a shine that positively repels water!

Now you can wipe up splashed water and spilled food without leaving drab spots. You don't wipe away the wax.

And the drudgery of frequent scrubbing is ended. Dirt stays on top of a Glo-Coat shine—doesn't grind into the floor. Cleaning is so easy. Dampen a mop in clear water and dirt swishes off jiffy-quick. Glo-Coat's water-repellent shine stays on the floor—yes, even after repeated damp moppings!

You'll find it wonderfully easy to put a Glo-Coat water-repellent shine on any kind of floor. Just spread Johnson's Glo-Coat on with a soft cloth or long-handled applicator. That's all. Glo-Coat shines itself as it dries. No rubbing needed.

Get Water-Repellent Glo-Coat at your dealer's right away. Be sure you get Johnson's Glo-Coat—the self polishing wax with the work-saving, money-saving shine that water won't wash away!

**The Glo-Coat your dealer has on his shelf now is water-repellent!**

**GUARANTEED**  
the most economical self polishing wax  
you can buy! Its protective shine now  
**lasts up to 4 times longer!**

\*Johnson's\* and \*Glo-Coat\* are registered trademarks.





MEN OF THE CEREMONIAL SOCIETY MARCH AS WESTMINSTER GETS SIGMA CHI CHAPTER

# COLLEGE FRATERNITIES

Despite their troubles, they grow stronger: a look at Sigma Chi shows some reasons why

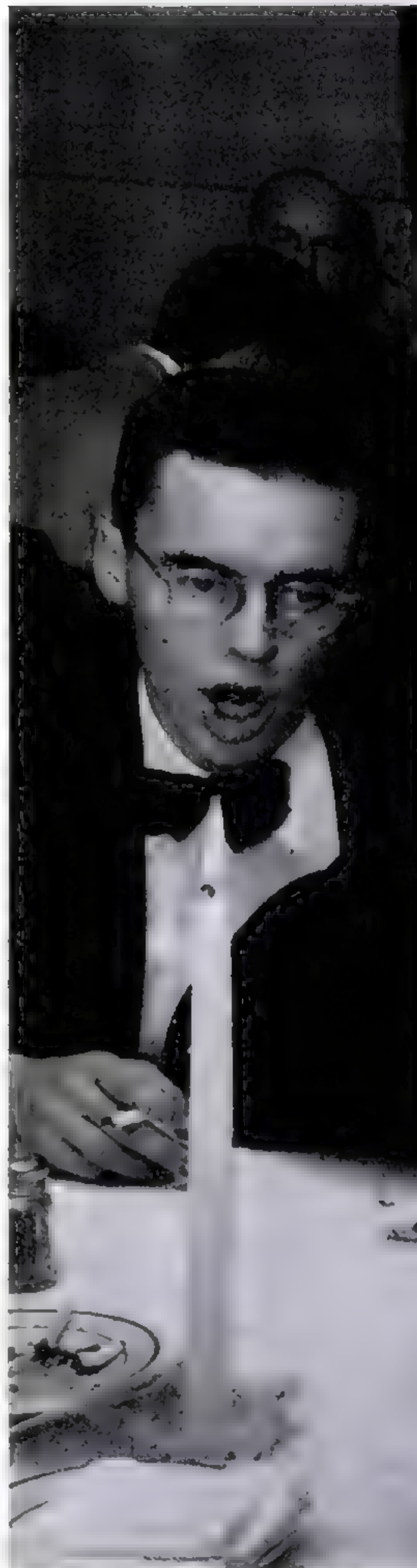
PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE

In the years after college, whenever the four young men at the right meet again in a nostalgic mood, the chances are they will remember this moment as one of the more golden of their college days. And they may even break into the song they are singing here. These four have just been initiated into a new chapter of a national fraternity, the Delta Tau Chapter of Sigma Chi, and from now on they will have a lot in common. Their membership in a fraternity will shape their opinions and habits in college and will, they hope, bind them together forever in the bonds of fellowship. Most of all it will give them a new social standing, for they are now part of the huge college fraternity system, a booming, noisy organization of 150,000 college men, dating back to 1776 (Phi Beta Kappa, then a social fraternity) and is peculiar to the U.S. Banded together in its interfraternity conference, the 58 national Greek letter fraternities now have 2,786 chapters on about 250 campuses and own 2,100 houses worth some \$100 million.

Fraternities, like so many other organizations, appeal to an element of snobbery in Americans. Some students join because they want to, others just to prove they can get in. In spite of earlier fears that veterans would be too busy or too cynical to sign their rolls or indulge in their hazing parties, there are now more chap-

ter houses and fraternity men than ever before, and new houses, like the Delta Tau Chapter (above), are still opening up. About one out of every 10 college students now belongs to a fraternity. But in some ways this had been a bad year for fraternities. Fraternity men have been involved in murders at the University of Iowa and at Ohio State. There has been a death at Brown and heated arguments about liquor in houses at Michigan and California. Almost worse from a fraternity standpoint, there has been open criticism of racial and religious discriminatory clauses in constitutions of most well-known fraternities. On this point the students came off better than their alumni. At the national conference this winter they forced through a motion urging that all member fraternities remove the discriminatory clauses. At a good many individual colleges, like Amherst, Brown, Rutgers, Ohio State, Swarthmore and Dartmouth, students are now working to remove these clauses.

In the separate chapter houses these problems appear less pressing. Within itself the fraternity is democratic and friendly as any group of healthy young men living together. On the following pages LIFE examines a chapter of Sigma Chi which, among fraternities, ranks as one of the biggest, oldest and the most solid of all.



INITIATES RAISE VOICES FRATERNALLY





IN THE SIGMA CHI SWEETHEART SONG AT A DINNER INAUGURATING THE NEW CHAPTER AT WESTMINSTER COLLEGE, FULTON, MO.





**SEVEN CANDLES** for seven founders are solemnly lighted by the president, Fred Stender. On wall is fraternity insignia, a Norman Cross, white on blue.



**LOYAL GRAD**, wealthy E. B. Bartlett ('05) of Milwaukee, drops in to talk to members. "Raise the morals," he tells them, "and you improve the finances."





**THE SIG HOUSE**, one of handsomest on campus, is this big building (left). It sits pleasantly on the shore of Lake Mendota, where the crews practice.



**SLEEPY SIGS** in eight-man dormitory of double-decker beds wake up to jangle of five alarm clocks.

## SIGMA CHI STANDS HIGH AT WISCONSIN

At the University of Wisconsin, as on most of the 120 campuses where it has chapters, Sigma Chi has done well. Wisconsin's Alpha Lambda Chapter has a comfortable \$100,000 tan brick house with only a \$9,000 mortgage. Among the university's 36 fraternities it ranks high scholastically and higher socially. Its members are active in campus athletics and politics, and in its 66 years it has never been in serious trouble with the dean's office. These facts give the brothers a pleasant feeling of assurance and are impressive points to make when new members are sought twice a year. It is not a place for wealthy playboys. The initiation fee is \$60, dues are \$8 a month, and members pay \$65 a month for their room and board—about what it costs a nonfraternity man. Most of them earn money with outside jobs ranging from midnight sandwich peddler to state assemblyman.

Forty of the chapter's 76 members live in the house. The rest, mostly married veterans, live off campus and regularly come back to the house for parties, respectful evening sessions with old grads or mystic chapter meetings in the secret room.



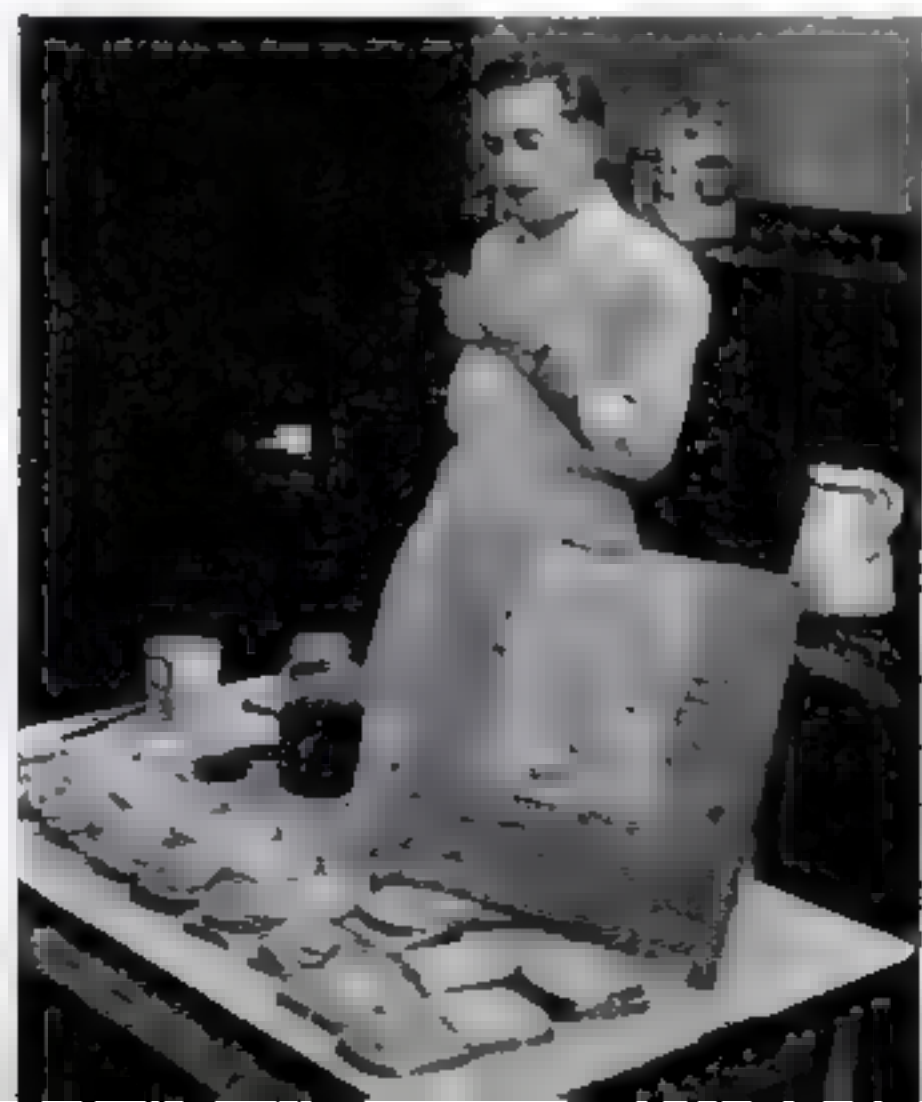
**PAYING DEBTS** is first-of-month ritual. Here Joe Weix (with cigaret) gives \$15 to Counselor Bob Marth (left), who runs the house, gets free room and board.



**SELLING SWEATERS** to sorority girls is the pleasant job of Al Jensen. He sold \$1,400 worth of them in 18 days, got \$252 commission.



**CHAPTER PRESIDENT** Stender makes after-dinner announcement. He works in a clothing store.



**SANDWICH MAN** Joe Blatchford sets up counter in the house every night. He gets 25¢ for a ham and cheese. The second sandwich is always 5¢ cheaper.

**POLITICIAN**, Sig member Byron Ostby, 24-year-old law student, was elected Wisconsin state assemblyman in 1948. A Republican, he plans to run again.





## FRATERNITY CONTINUED



SCUM 1, who is an expert student debater, is made to perch high on Sig mantel and declaim endlessly and noisily about the "Sex Life of a Bowling Ball."



ALL EIGHT SCUMS, their hands held over their heads, run in position while they sing their own high school songs together. No two songs were the same.

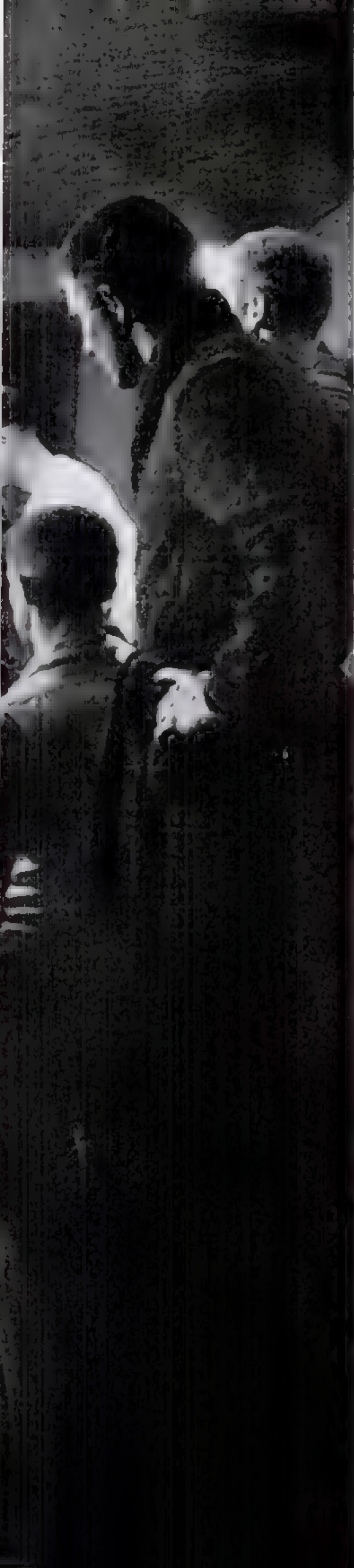


SCUM 6, who, with others, has been running back and forth from the fireplace dousing fire with mouthfuls of water, finally gets a thorough dousing himself.

"BOMBS AWAY" was one of Thursday night "organized games" in which scums, sighting carefully, each tried to drop raw eggs into fellow scums' mouths.







"LIEUTENANT SCUM." Number 7, had tougher time than most—one Worthy Lord was Army private

under him in Germany. Here he painfully sings his school song while running in place for 15 minutes.

## SCUMS SURVIVE AN ORDEAL

At Wisconsin, Sigma Chi officially recruits new members twice a year in spring and fall rush weeks. The new pledges are put on a long probationary period, during the last week of which they move into the house for the final test of manliness. In fraternities this was once called "hell week," but almost brutal initiation rites brought so much criticism that today hazing everywhere is relatively gentle. Now no Sig house even permits a paddle. When the Alpha Lambda Chapter, however, got eight new members this winter the brothers made sure the pledges would appreciate their new station in life. On a Wednesday night the sheepish pledges moved into the house. They were assigned numbers and read the rules: no smoking, no snoring, no speaking unless spoken to. They must call each brother "Worthy Lord" and would themselves be addressed only as "Scum," Numbers 1 through 8. For two days they were miserable. They practiced stationary running, did countless push-ups, chinned themselves, sang, cleaned up the house late at night. Then, suddenly, the scums were permitted to sleep, were cleaned, fed and put through a dignified ceremony which made them full, if chastened, members of Sigma Chi.



THE SCUMS' TURN comes after hazing period is over when they grab one of the fraternity Magisters

who had been in charge of ordeals and toss him in icy Lake Mendota. Assistant stands by with blankets.





**HOW NOT TO EAT** was taught Ed Carpenter, Scum 6, during his hazing, when he consumed potatoes and gravy via a potato masher wielded by another helpful scum.

## SCUM SIX IS MADE

Scum 6, Pledge Ed Carpenter, 19, of Rockford, Ill., is a tall husky sophomore who plays on the varsity basketball squad. When Ed was first invited to the Sig house last spring the members were impressed by his athletic success. "But you could start a conversation with him on something other than basketball," said a Sig admiringly, "and he could still talk sensibly." Ed liked the brothers, too, so he was pledged and given a manual. "The student society is hard on the newcomer," it warned him. "Its slogan is 'conformity' and its motto is 'discipline.'" Taking this to heart, Ed and the rest of the pledges brought their manuals to weekly study meetings. Carefully they learned the names of the fraternity's founders, its officers and its history. They memorized the section called "My Badge" ("the badge of my Fraternity is a cross, a sign and a symbol known to all the world") and another called "The Sigma Chi Creed" ("... I will endeavor to so build myself and so conduct myself that I will ever be a credit to

**BEFORE TRANSFORMATION,** Pledge Carpenter, wearing baggy pants, no tie, walks down a Madison street beside dapper Marth.



**STUDY SESSION** is held in house for pledges whose marks must be at least C before they can join. Here Carpenter attends two-hour elementary economics class taught by Brother Porter (standing).

**MESSY BUREAU** in fraternity bedroom is noted by Marth. If Carpenter per-s-i-t- in such sloppy habits, the chapter will fine him a dollar.



**PLAYING CARDS** after lunch in the living room, Carpenter (facing camera) studies game of "Sheepshead." Gambling is not allowed.





**HOW TO EAT** is explained by patient Marth, who instructs Carpenter to sit up straight, to keep his nose out of the plate and to stop juggling bread like a basketball.

## INTO A PROPER SIG

my Fraternity"). In the manual they also found a good many other things which would help them conform to the standards of good manners. They must never say "frat." They must never use the nickname Sig Chi: Sig was enough. They learned how to treat a guest—they must be polite at all times, even if the guest is a bore. They discovered the proper way to introduce one man to another—mention the guest's name first and never tell him to "shake hands with So-and-so." The manual was particularly severe on this point. "The term 'shake hands' is a smoking car and commercial drummer introduction that is not indulged in by the picked men of college fraternities."

Ed needed brushing up on a few points. He liked to go around in sloppy clothes, his household habits were untidy, his manners needed a little polishing and he lacked assurance. So Bob Marth, the fraternity curator of manners, took him in hand and in a few weeks turned Ed into the self-assured Sig shown in the picture at the upper right.

**COMPLETELY TRANSFORMED.** Scum 6, now a full brother, stands suavely with Mentor Marth in hotel at big Sig Sweetheart Ball.



**SHINING SHOES** of all fraternity brothers is a job that is given to Carpenter because he has failed to keep his own shoes shiny enough.



**GETTING CULTURE.** Carpenter (front row right) is taken by some of the brothers to hear recital of chamber music by Pro Arte Quartet of the University of Wisconsin at Campus Music Hall.



**KEEPING CLEAN** is duty of all pledges and Marth checks up on them periodically. Here, seen in a mirror, he watches Carpenter scrub.



## COLLEGE FRATERNITY



**SWEETHEART CANDIDATES** are entertained at a dinner given at the Sig house prior to election of sweetheart, who was announced at ball four nights later.



**THE WINNER** is pretty Audie Connell, BR, a freshman Delta Gamma pledge. Chosen for looks and popularity, she is official sweetheart for 1950.



**SWEETHEART CLUB** of mothers, wives, sisters and dates meet at house once every month, play bridge, make drapes and generally help keep house attractive.

## SIGS ALWAYS SING ABOUT SWEETHEARTS





One of Sigma Chi's greatest single assets is its famous sweetheart song, which has made the fraternity easily the best known in the U.S. Most freshmen can hum it before they reach the campus. A lot of them even know the words: "And the moonlight beams on the girl of my dreams," the song goes, "She's the Sweetheart of Sigma Chi." At Wisconsin, where the Sigs have the reputation of being a "singing chapter," the song is used unsparingly. Sigs sing it at parties, in hospital wards, at informal con-

certs and whenever one of their members gives his pin to a girl. On these solemn occasions they troop to her house or dorm and serenade her, stopping off on the way to serenade their own official sweetheart. Most women in any way connected with the Sigs are called "sweethearts" but only once a year is an official one chosen. Then the brothers, limiting the field to their own best girls, choose a court of honor (*below*). Finally, after an evening of argument and secret voting, they elect the Sweetheart of Sigma Chi.



**THE SWEETHEART SONG** is rendered by the brothers for five finalists who make up the court of honor. The Sigs often broke into another new favorite, sung

to the tune of "Super Suds." It goes "Sigma Chi, Sigma Chi, we're the boys that satisfy-eve-ey-e. Richer, longer la-tung, too, we're the boys with super woo-oo-oo."



## SIGNIFICANT SIGS



**TWO GREAT SIGS**, among the first of 59 that the fraternity has honored as "Significant Sigs," were the late Humorist George Ade (left) and the late Cartoonist John T. McCutcheon. They were students together at Purdue in 1887.



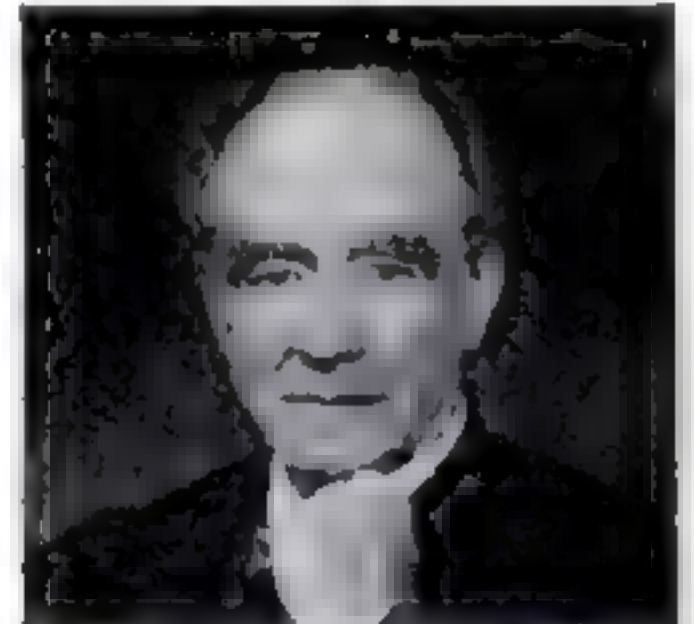
**BOOTH TARKINGTON**, author of *Penrod* and *Seventeen*, who died in 1946, was a Sig at Purdue in 1892.



**MILTON CANIFF**, the well-known comic-strip artist, is still active. He joined the Ohio State chapter in 1926.



**PATRICK HURLEY**, Ambassador to China in 1945, was Sig at George Washington University, class of '13.



**FRANK MURPHY**, late Justice of the Supreme Court, studied at 18 colleges, was Sig at Michigan, class of '12.



**ROY CHAPMAN ANDREWS**, the explorer who first discovered dinosaur eggs, was member at Beloit in 1906.



**FIELDING YOST**, late Michigan football coach, became a Sig at the University of West Virginia in 1897.



## Reflections



"NOT GETTING CONCEITED,  
ARE YOU, WHITEY?"



"PERHAPS A LITTLE! —  
AFTER ALL, THOUSANDS  
OF PEOPLE LOOK FOR US  
EVERY DAY ON THE  
BLACK & WHITE BOTTLE,  
BECAUSE THEY KNOW ITS  
QUALITY AND CHARACTER  
NEVER CHANGE."



**"BLACK & WHITE"**  
*The Scotch with Character*

BLENDED SCOTCH WHISKY 86.8 PROOF

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CONTINUED ON PAGE 99



# *Sail to the* “HEART OF BRITAIN”



## *in the* **BRITANNIC • MEDIA • PARTHIA**

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a morning trip and you're in the lovely Lake country...  
less than six hours to Glasgow or Edinburgh...with  
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but nourish  
him, too!



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**COLLEGE FRATERNITY** CONTINUED



SIG INSIGNIA decorate all these items, from steins and pipes to rings and ash trays. L. G. Balfour (above), a Sig himself, is the only man authorized to sell such insignia; in return he pays royalties which take care of rent on Sig main office in Chicago. He also has exclusive rights to insignia of other fraternities.



SIG SONGWRITER F. Dudley Vernor is an organist in Detroit and a teacher at Albion College where he wrote sweetheart song as student in 1911. A Sig brother, Byron Stokes, wrote lyrics. For a while the song brought Vernor a nice income, but he sold it 30 years ago and has received relatively little money since.



Headache? Feel  
Feverish? Muscles  
Ache? Sluggish?  
... due to a

**NASTY  
COLD?**

GROVE'S COLD TABLETS work fast on these usual cold symptoms, to bring you...

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from  
**OUT OF THE WEST**

*Authentic  
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...for Boys

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eted, double-stitched with  
heavy orange thread, and  
inside swinging pockets.

with Zippers!

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ANYWHERE IN U.S.A.

IN SIZES 1-22  
20" to 32" Waist  
SIZES 8 to 12 with DOUBLE KNEE



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IF YOU'D LIKE OLD-TIME WHISKEY  
LIKE WE FOLKS USED TO DRINK —



WHEN WE SAT DOWN TO CELEBRATE  
AN EVENING AT THE RINK —



CHEER UP! IT'S EASIER TO FIND  
THAN LOTS OF PEOPLE THINK —



JUST TELL THE MAN  
YOU WANT IMPERIAL!



**IMPERIAL** is made by Hiram Walker. And Hiram Walker's  
92 years at fine whiskey-making makes Imperial good!

Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.





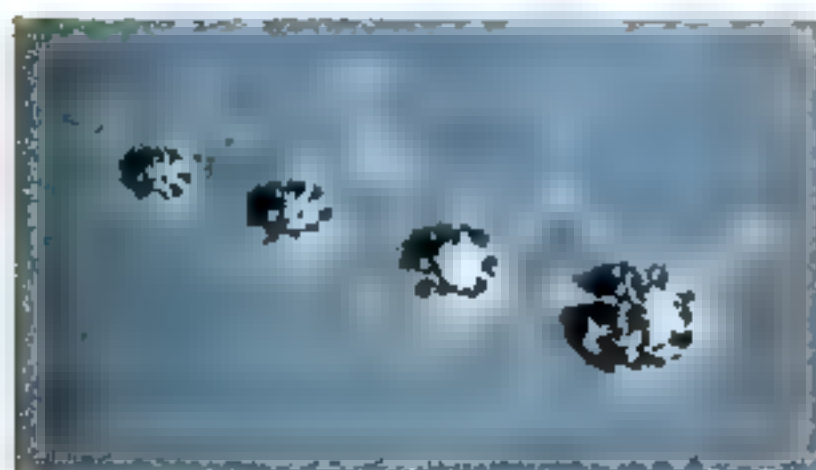


Honeymoon in the Country — painted for the De Beers Collection by Jean Hugo

May your happiness last as long as your diamond

*a Diamond is forever*

The prices below were secured for your guidance through a nationwide check in October, 1949. They are for the top-quality stones generally offered by jewelers for engagement rings. Exceptionally fine stones are, of course, more expensive. (Exact weights shown are infrequent.) Add Federal tax



$\frac{1}{4}$  carat (25 points) \$85 to \$210

$\frac{1}{2}$  carat (50 points) \$225 to \$460

1 carat (100 points) \$595 to \$1165

2 carats (200 points) \$1250 to \$3125

When choosing your engagement stone . . . remember color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. It is important to seek the counsel of a trusted jeweler. He will help you find the size and quality and style of stone that is in keeping with your preferences, and what you wish to spend.

One of nature's fairest works, your engagement diamond has a pure and moving beauty. Flashing a fresh, new message of love

each time you look on it, this brilliant, cherished stone

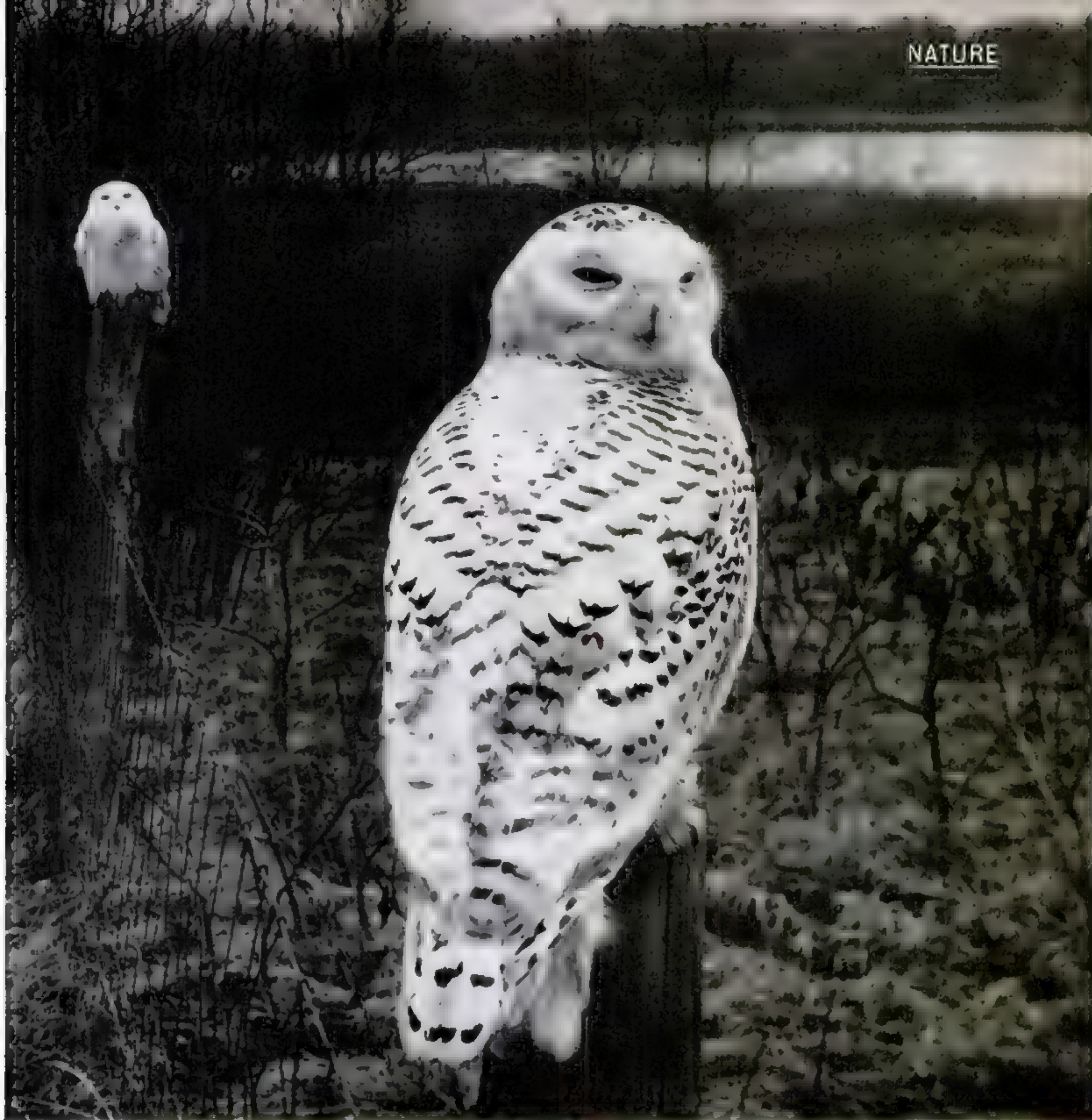
bespeaks the faith and hope you share. Your diamond,

though it may be modest in cost, should be chosen with care,

for nothing else on earth can take its place.

De Beers Consolidated Mines, Ltd.





PERCHED ON FENCE POSTS AT THE EDGE OF A MICHIGAN MARSH, TWO SNOWY OWLS, UNAFRAID OF PEOPLE, STARE AT PHOTOGRAPHER WHO TAKES THEIR PICTURE

## GHOSTLY VISITORS FROM THE NORTH

**The shortage of lemmings in the Canadian tundra brings great invasion of snowy owls to U.S. for winter feeding**


The snowy owls came soaring out of the north by the thousands, like great white ghosts. In most of the northern states, and as far south as the Carolinas, startled citizens spotted the big birds swooping over fields and swamps or perched haughtily on fences, haystacks and telegraph poles. Estimates of the numbers of the strange invaders ran as high as 15,000.

A handsome, mottled bird with fierce yellow eyes and 5½-foot wing spread, the snowy owl lives on the subarctic Canadian tundras, feeding on lemmings and other rodents and seldom venturing below the U.S.-Canada bor-

der. But about once every four years the rodent population is cut low by disease. Then the snowy owl must either migrate or starve. This year, with lemmings in acutely short supply in the Arctic, the owls were ranging far to the south in quest of food. In the U.S., trigger-happy farmers and sportsmen shot them down by the dozens. New York bird lovers, protesting the slaughter, demanded a protective law. The editor of the Audubon magazine pointed out that the snowy owl is not only "a thing of beauty . . . as it flies effortlessly over a winter landscape" but also a joy to farmers because it eats up rodents.




# It's like cutting down on smoking..



without giving up a single cigarette!

Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



**Before use:**  
Crystal filter is pure white


**After use:**  
Filter turns dark as it traps nicotine and tars.

Nicotine and tars trapped in the Denicotea crystal filter can't reach your mouth, nose, throat and lungs. That's why you can cut down the harmful effects of smoking without cutting down on cigarettes. Denicotea is common sense—try it today!

Denicotea holder, \$2

Lady Denicotea, long, slim, \$3.50

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**DE-NICOTEA**  
Crystal Filter Cigarette Holder



**NOW!**

**There's a DE-NICOTEA PIPE!**

The only pipe with the famous crystal filter. It really filters the smoke, traps nicotine and tars—gives you a milder, cooler, cleaner, sweeter smoke! Made in England of fine old briar, \$1.50.

ALFRED DUNHILL, sole distributors



**TAKING OFF** from landing light at airport, a snowy owl gracefully curves its wings. Airport complained that the owls interfered with its radio beams.



**CHOMPING ON MOUSE**, owl dawdles over meal. If he wants to, he can extend beak to swallow mouse whole. Average owl consumes 5,000 rodents a year.



**TAMING OWLS**, a Michigan student lets them perch on his gloved hands. Birds were captured because they were too weak from hunger to fly away.

# 7 DAYS WILL DO IT



YES, in just 7 days... in one short week... a group of people who changed from their old dentifrices to Calox Tooth Powder averaged 38% brighter teeth by scientific test. Why not change to Calox today... so your teeth can start looking brighter tomorrow! Buy a can of Calox today!

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**CALOX**  
TOOTH POWDER



Get Relief  
**QUICKER**

From Your Cough  
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**FOLEY'S** Money & Tar  
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**Novel MR. PEANUT Mechanical Pencil**

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**TONES for only 25¢** and 7 cents for Plastic & Plastic & 5¢

**MAN'S BEST LAXATIVE**

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**10 HERBS IN TINY TABLET**

Folks who need help in keeping regular should look to herbs and roots—for the help provided by Nature. 10 such herbs and roots, scientifically compounded, are found in Nature's Remedy, **NR Tablets**. Countless thousands of folks have found an **NR** at night the best way to assure regularity in the morning. So gentle—no griping. It is wonderful—leaves you feeling refreshed, invigorated.

Try **NR** at our expense. 25 tablets 25¢. Buy a box at any drug store and try it. If you are not completely satisfied, return the box and unused tablets to us. We will refund your money plus postage.

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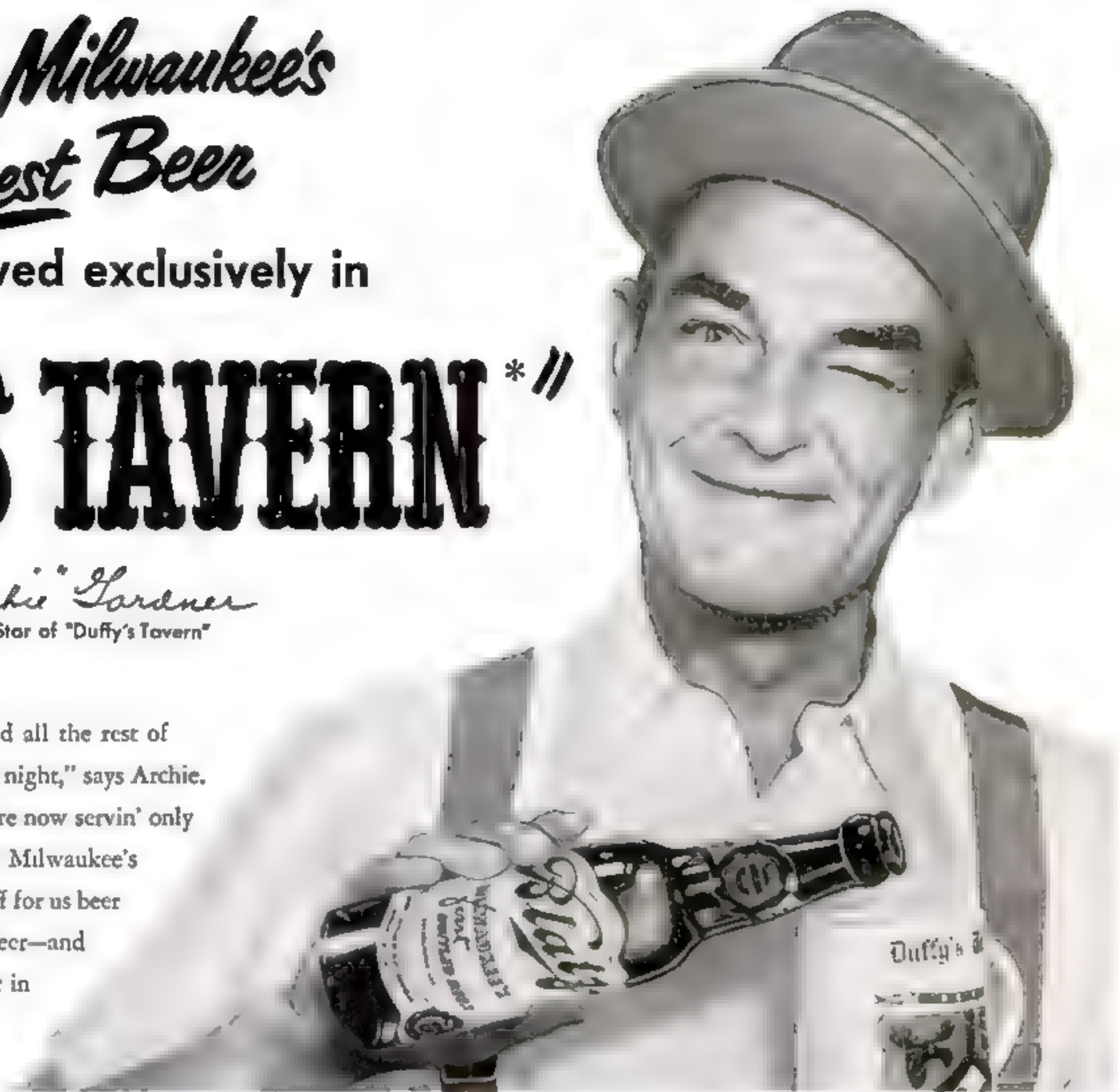
*"Blatz - Milwaukee's  
Finest Beer"*

now being served exclusively in

**DUFFY'S TAVERN** \* //

says *Ed "Archie" Gardner*  
Popular Producer-Star of "Duffy's Tavern"

• "Yep, Finnegan, Eddie, Miss Duffy and all the rest of the old gang are at Duffy's every Thursday night," says Archie. "And somethin' new has been added! We're now servin' only Blatz, the brew Milwaukee people pick as Milwaukee's *finest* beer. And that right there is the tip-off for us beer lovers. Them Milwaukeeans know their beer—and they've made Blatz the largest-selling beer in Milwaukee, and all Wisconsin too."



"As always, Eddie-the-Waiter is a thorn in me side. Me pal Finnegan has improved, however. He used to be pretty dumb, but now he's almost up to sub-human. Me guest stars don't try to feed him peanuts no more."



"Join us every Thursday night at 9:30 (E.S.T.) on your NBC station. Listen to Duffy's Tavern, and enjoy a bottle of Blatz, Milwaukee's *finest* beer!"

**\*TUNE IN:**

Duffy's Tavern every  
Thursday evening at 9:30  
Eastern Standard Time  
over NBC Network  
Stations



**Blatz is Milwaukee's  
First Bottled Beer!**

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AUTHENTIC WESTERN COWBOY PANTS

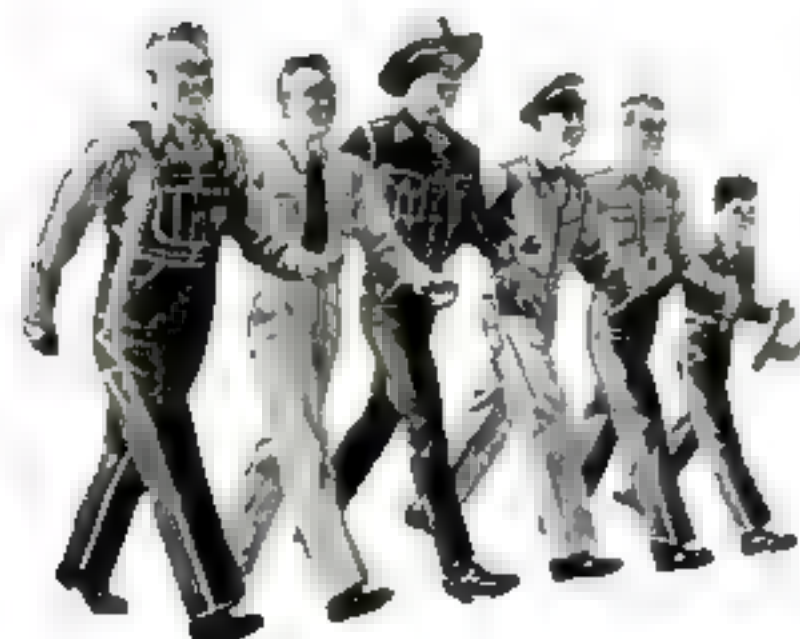


**You WORK BETTER in Lee**

More men wear  
work clothes  
bearing a  
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any other brand



**There's a Lee for every job!**



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Matched Shirts and Pants  
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Buy Lee Work Clothes at  
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**Ghostly Visitors** CONTINUED



**STUFFED OWLS** fill the shop of Al Hilde, Pontiac, Mich. taxidermist who has mounted 32 this year. Nine Detroit taxidermists handled total of 165 owls.



# GLENMORE...from old Kentucky...

*The Best Buy of the Better Bourbons*



MORE AND MORE ASK FOR GLENMORE...  
*The Spirit of Old Kentucky*

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IT'S GRAND TO FEEL LIKE A MILLION  
THESE COLD-CATCHING  
DAYS OF WINTER!

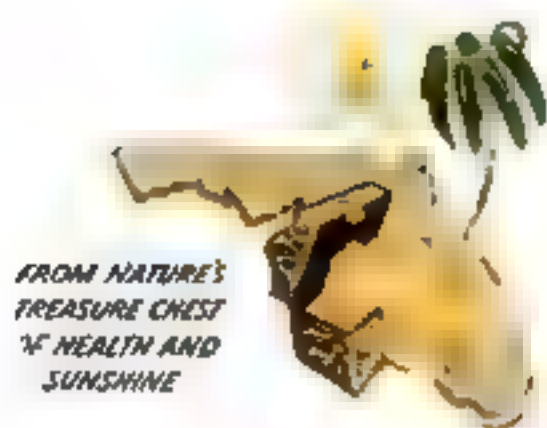


FLORIDA'S EXTRA-JUICE ORANGES, WITH THEIR  
VITAMINS, MINERALS AND VIGOR, HELP YOU FEEL  
ALL ALIVE FROM HEAD TO TOE!

**JUST SEE  
ALL YOU GET**

from Florida Orange Juice  
—fresh or canned!

1. Helps maintain  
ALKALINE reserve
2. Supplies LIQUID —  
hostile to colds
3. A gold mine  
of VITAMIN C
4. Other VITAMINS  
and MINERALS
5. ENERGY from  
fruit sugars
6. Arouses sulky  
APPETITES
7. Stimulates  
DIGESTIVE juices
8. MILDLY LAXATIVE



**FLORIDA ORANGE JUICE**

FRESH  ...OR  CANNED

FLORIDA CITRUS COMMISSION • LAKELAND, FLORIDA





WITH FIERCE PRIDE BIBI IS TOASTED BY FATHER (RIGHT) AND UNCLES, WHO DEFEND THE BOY WHEN HE IS ACCUSED OF DRAWING DIRTY PICTURES IN SCHOOL

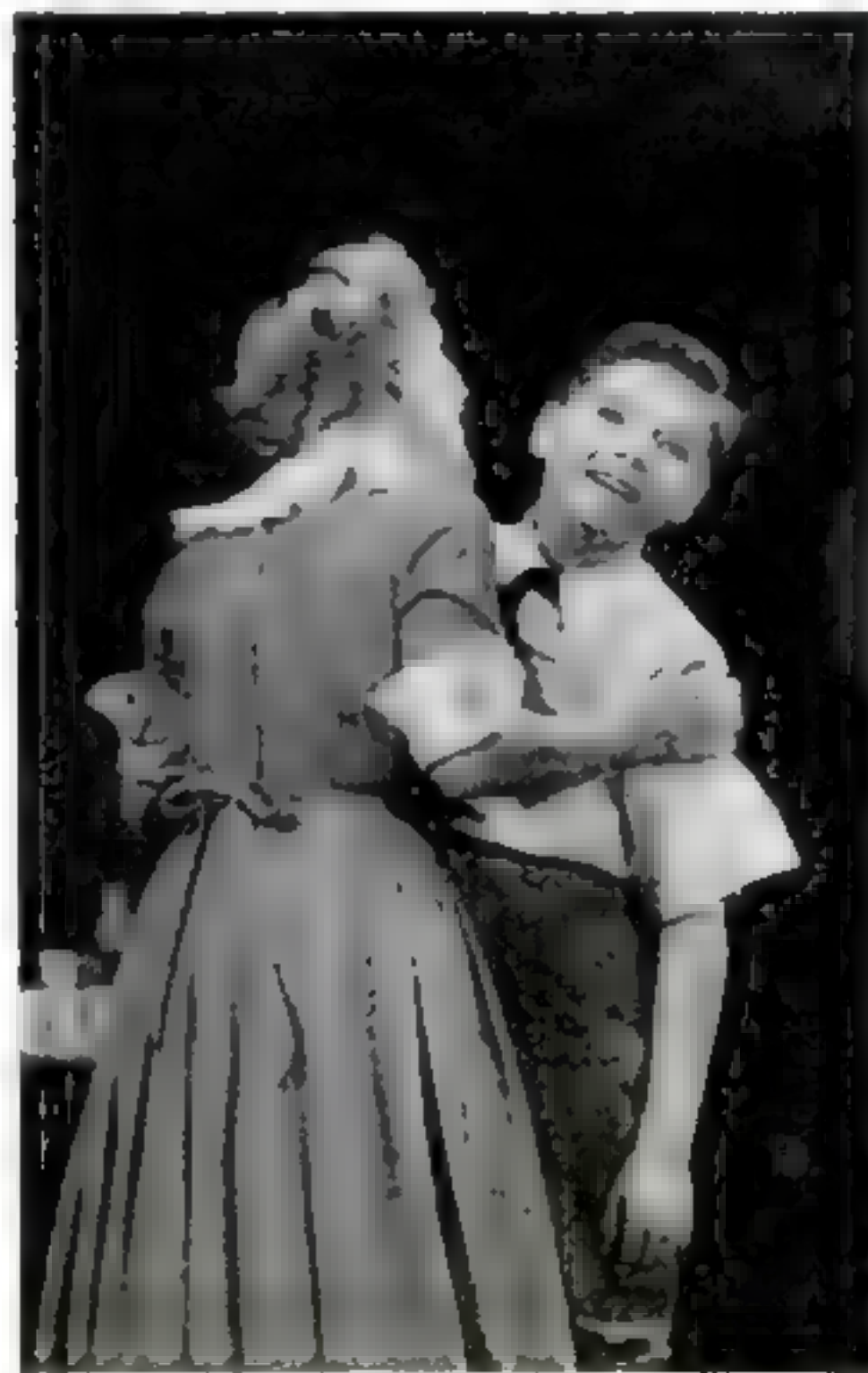
# SCHOOLBOY LEARNS OF LOVE

THE FACTS OF LIFE, FAMILY PRIDE, A BOY'S FIRST LONG PANTS  
COMBINE TO MAKE A GENIAL NEW BROADWAY HIT, "THE HAPPY TIME"

Scratch a current Broadway hit and the odds are heavy that underneath it will prove to have been adapted from a successful book (examples: *Gentlemen Prefer Blondes*, *The Member of the Wedding*). The latest example of this profitable practice, which depends more on craftsmanship than creativeness, is *The Happy Time*, adapted by Samuel Taylor from a novel by Robert Fontaine. Produced by Rodgers and Hammerstein, this pleasantly folksy comedy is the seventh in an unbroken series of hits launched by Broadway's celebrated team.

Hero of *The Happy Time* is a 12-year-old boy, Bibi Bonnard, the only child of a French-Canadian family. Bibi is blessed with a lively home life. His mother, once a strait-laced Scottish Presbyterian, has been sensibly unlaced by her devoted French husband, who plays in an Ottawa vaudeville theater orchestra. His Uncle Louis, a tippler, is prodigiously warmhearted. His debonair Uncle Desmonde, a traveling salesman, is known as the Casanova of Canada. Bibi hears sex discussed sometimes with reverence, often with humor, but never with smirks. So when he gets his first crush on a beautiful grownup girl and falls heir to his first long pants, Bibi registers the first stirrings of manhood with an innocent wonderment that is both droll and touching to behold.

Though *The Happy Time* is a little too stogy and gag-ridden to make a fine comedy, its actors do better than all right by it. Its most decorative performer is Eva Gabor (cover), a blond Hungarian making her Broadway debut as the girl who wakens in Bibi the realization that sex is more than bees and flowers.



FIRST LOVE comes to Bibi (Johnny Stewart) when he is kissed by a new servant (Eva Gabor), who regards him as a youngster. For days afterward Bibi is entranced.



If your briar's  
in the doghouse...



Put  
this



in  
your  
pipe  
and  
smoke  
it!..

Give your pipe a break. Give yourself a treat. Light up a pipeful of mild, mellow Briggs. Briggs is fully-aged in oaken casks for extra flavor . . . and Briggs has a rich, super-satisfying aroma all its own. Why not try some. Today!

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Also available in Canada

# "The Happy Time" CONTINUED



**HOW TO SPEAR A GARTER** tossed by a burlesque actress is demonstrated by Uncle Desmond (Richard Hart) to the innocent delight of Bibi and his Uncle Louis (Kurt Kasznar).



**BIBI CONFESSES** to his mother (Leora Dana) that his school principal has falsely accused him of drawing dirty pictures inspired by the racy French magazine, *La Vie Parisienne*.



**BEARDING THE PRINCIPAL** (right) who has accused Bibi, the three Bonnard brothers catch him in his school office reading *La Vie Parisienne*. Compromised, the principal drinks

some wine with the Bonnards, who convince him that another boy had drawn the dirty pictures and that Bibi had brought the magazine to school only to swap it for baseball pictures.



**A LOVE TAP** is administered by Uncle Desmond as he pins one of his numerous medals on pretty Mignonette, a vaudeville acrobat turned maid, whose charms begin to affect him.



**ANOTHER LOVE TAP**, copied from Uncle Desmond, is administered by Bibi, who feels like a man of the world in his father's suit. His new sweetheart is the little girl from next door.

CONTINUED ON PAGE 110



# "RC makes you feel like NEW!"



says  
**JEANNE CRAIN** star of  
"CHEAPER BY THE DOZEN"  
a 20th Century-Fox Production  
Color by Technicolor



"I know RC tastes best!" says lovely Jeanne Crain. "I compared the three leading colas—in paper cups—and RC won my vote! Now, when I need a RR, I always drink RC!"

No other cola gives you more  
refreshment, more pick-up—and  
**RC IS BEST BY TASTE-TEST!**

There's nothing like RC for extra sparkle,  
extra-lively flavor—and remember you  
get an extra glass in the BIG bottle of  
Royal Crown Cola! After work, after  
play, enjoy RC every day. It's the finest  
of the colas...RC wins 5 out of 6 group  
taste-tests from coast to coast. Pick up  
a carton today! See for yourself how  
RC makes you feel like new!





**DATE TO COLLECT**

**Yes, relief is quick, sure, safe, when Pine Bros. cover your cough-torn throat with moist, soothing glycerine. Use freely. They won't upset your stomach.**

PINE BRO'S, INC., PHILADELPHIA



**5 pleasing flavors**  
in 1 can, only

East

CONTINUED



**GENTLY THE FATHER (CLAUDE DAUPHIN) COMMENCES HIS SEX LECTURE**



HE EXPLAINS THAT A MAN IN LOVE IS SOMETIMES STUPID AS AN OWL.

One of the classic and too often trite scenes of the theater comes at the point when an uneasy father feels that he must explain the facts of life to his uneasy son. In *The Happy Time* this scene (above), enacted with rare tenderness, has the father speaking simply, "And this love we speak of now, Bibi, when it is real . . . is the greatest love of all. I know; we have it here in this house, Maman and I. It is the best, it is the most natural—the true love for the one of your life, the only one. In this way the world comes down to a house, and a room, and a bed, and all the world is in that bed, if there, there are two people in love. This is something you will not know for many years, Bibi. It is possible never to know it, I hope you will. If you are as lucky as I am, you will."



**FEELING HIMSELF A MAN, BIBI STEPS OUT IN HIS FIRST LONG PANTS**

**CONTINUED ON PAGE 113**

**Avoid  
"COIL FEEL"  
IN MATTRESSES AND  
UPHOLSTERED FURNITURE**

## Insist on Products

Built with  
**PERM-A-LATOR\***  
Wire  
PADDING SUPPORT

Guaranteed by  
Good Housekeeping

\* New Perm-A-Lator WIRE padding support is the **STRONGEST** insulator used in making mattresses, box springs and upholstered furniture. It separates padding from springs—prevents "sail feel"... lumps or sagging caused by the padding shifting... adds longer life to the products you buy. **Insist on this extra value!**

\*Trade Mart

Trade Mark

LOOK FOR THE  
**PERM-A-LATOR**  
SUPPORT TAP

**PADDING SUPPLY**  
When You Buy Mattresses, Box Springs,  
Beverly, Sales or Chairs

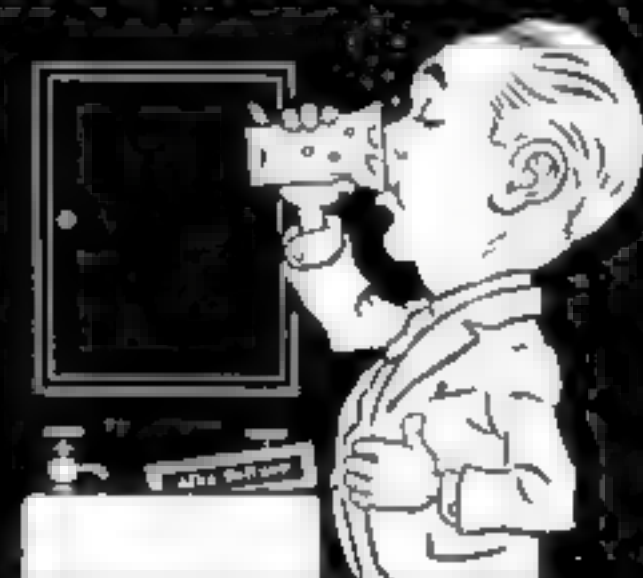
**Write for**  
**FREE Booklet!**

**FLEX-O-LATORS, INC.**  
Corryville, Mo.      New Castle, Pa.

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[illegible]

## FIRST AID *for* ACID INDIGESTION



**When Acid Indigestion  
Follows a heavy meal  
Try Alka-Seltzer for "First Aid"  
And see how good you feel.**

Use it also for **FAST RELIEF** of  
Headaches • COLD discomforts  
• Muscular Aches and Pains

# Alka-Seltzer

U.S. and Canada

Alka-Seltzer





Englander-Airfoam Sleep Ensemble Selected  
for Great New Luxury Hotel of the Caribbean

## Caribe Hilton

SAN JUAN, PUERTO RICO

Along with such luxuries as air-conditioned guest rooms with private balconies overlooking a magnificent ocean beach and tropical gardens, it's only natural that the new Caribe Hilton would offer its guests something new and wonderful in sleeping comfort.

This dramatic new sleeping comfort is provided by Englander's new Airfoam sleep ensemble.



**GOODYEAR**  
THE GREATEST NAME IN RUBBER

Two great names combine  
to bring you the luxury of an

*Airfoam*  
MATTRESS

*at a new low price!*

All the proof you need. Just press down on Airfoam. Feel how it molds itself to your hand, responds with a buoyant "uplift."



No other foundation looks like this. Joined only through the middle by flexible steel bands, each spring in the upper half is free to adjust individually to every move. Lower part acts as a unit, supports body in the manner doctors recommend.

in mattresses . . .



© 1950  
The Englander  
Company, Inc.,  
Chicago, Illinois

—with a 20-YEAR Guarantee!

You've always wanted the supreme luxury in sleep—Airfoam. And now, you can afford it. Englander and Goodyear have teamed up to bring you Airfoam for the price of a conventional mattress. When you sleep on Airfoam, you're really sleeping on air. Millions of tiny air cells soothe you, caress you, cool, cuddle and comfort you. So light and floaty a child could turn an Airfoam mattress—except that it never needs turning! Never sags, flattens or hollows.

Now . . . an Englander Mattress  
made of Goodyear's Airfoam—

**\$59<sup>75</sup>**

Box springs are built to use with innerspring mattresses. An Airfoam mattress needs a special foundation. Englander engineers have developed a special Red-Line\* foundation which adds to the comfort and lengthens the long life of this Airfoam mattress. So scientifically matched are they that we guarantee them for 20 years against any defects in material or workmanship when used together.

Airfoam Mattress and Red-Line  
Foundation—both for the price of  
a conventional sleeping unit—

**\$119<sup>50</sup>**

Other Englander Red-Line mattresses and box springs (both twin and full size) from \$39.75 to \$79.75.

*Only in an Englander can you get Airfoam by Goodyear*

\*TM The Englander Company, Inc.

\*TM The Goodyear Tire & Rubber Company





## Spare-Time Education for the Soldier and Airman: It places High School and College at their Finger Tips!

Around the world, off-duty educational programs of U. S. Army and U. S. Air Force make a science of correspondence courses and after-hours study groups—give servicemen broader academic basis for advancement within military specialties. Even on off-post schooling, the Army or Air Force pays a large part of costs.



**EXAM TIME!** Under career-guidance plans, promotions are tied in with job skill plus written exams. Information and Education Branches provide supplementary textbooks to help men win promotions.



**TAKE TEN!** A ten-minute breather is enjoyed by this group of airmen who are taking a downtown business-school course in mathematics. They're boning up for the Aviation Cadet entrance examinations.

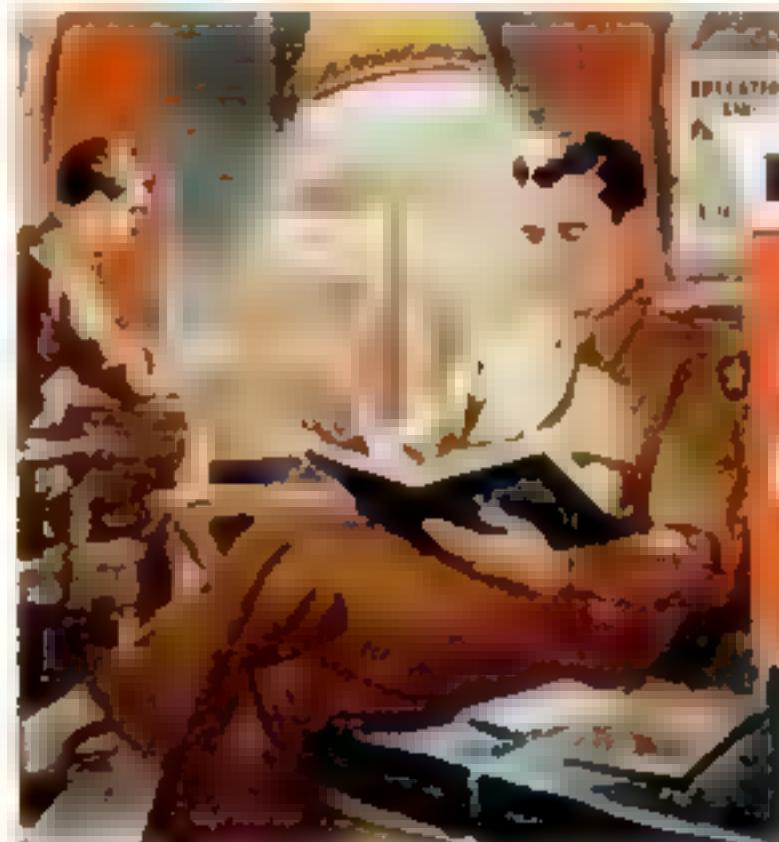
**OUTDOOR CLASSROOM.** Soldiers in Japan earn high school credits in fundamental geology class conducted by a non-com. United States Armed Forces Institute (USAFI) provides texts and lessons.



**HIGHER EDUCATION.** Soldiers in Germany study language at an Army post education center. USAFI can't give college credits but, under system of American Council of Education, men may apply for them.



**OCS-BOUND!** This soldier, helped by I&E Officer, is taking USAFI course as a step toward Officer Candidate School. Self-study and correspondence courses are complete, easy to follow.



**CAREER OPPORTUNITIES** now greater than ever. Training is better, chances for advancement greater.

### RECRUITING

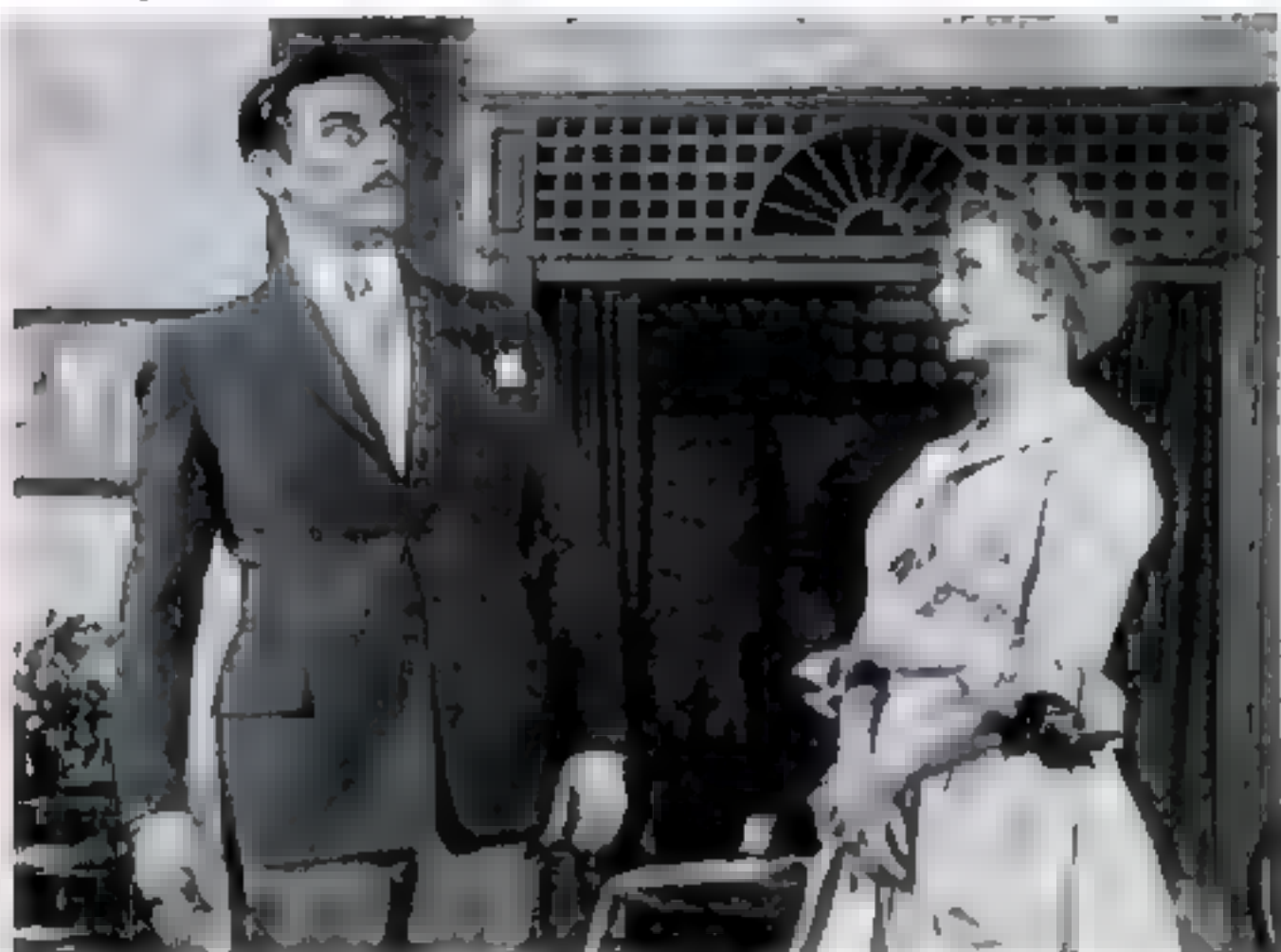


Visit your nearest recruiting station for full details.

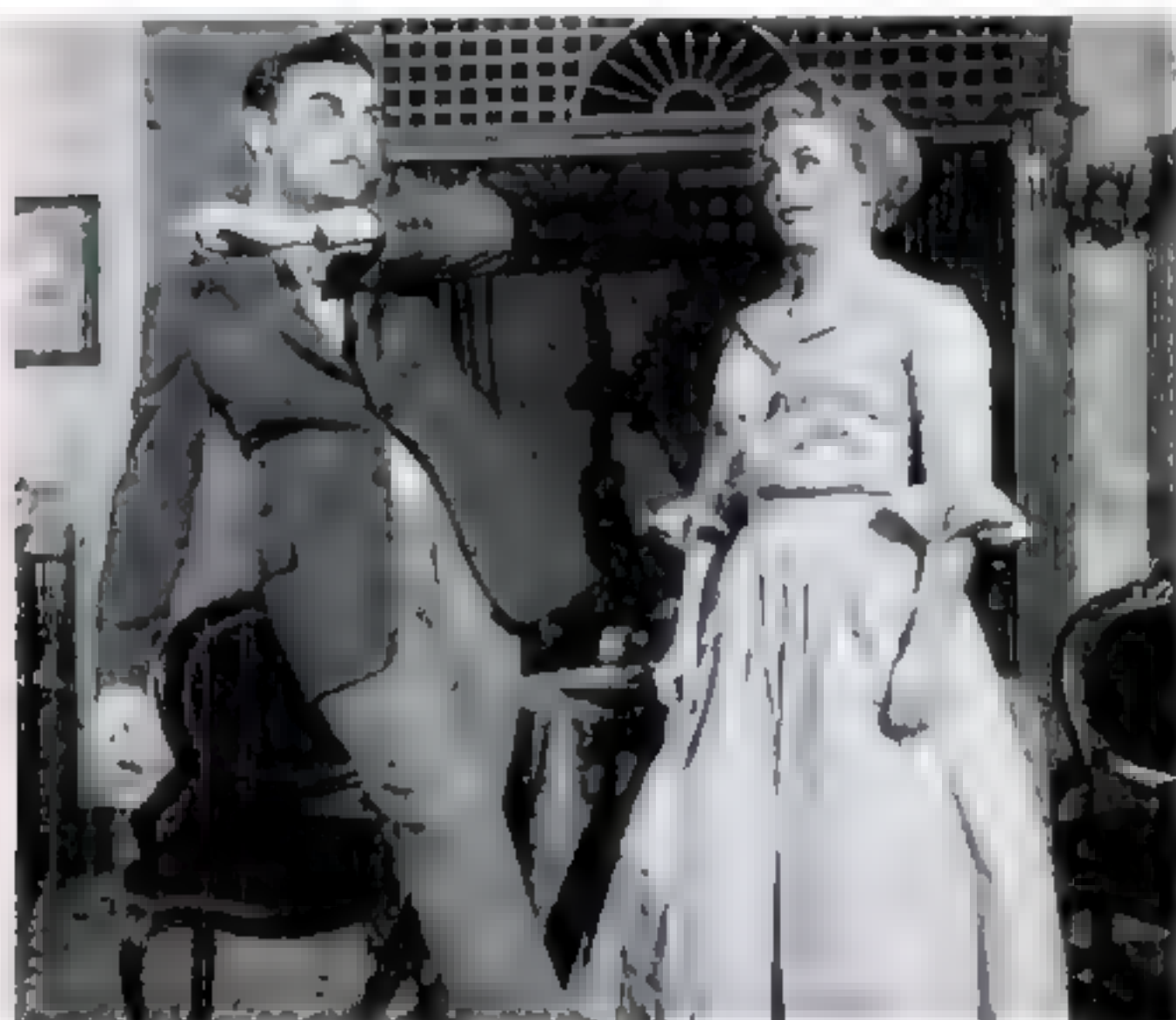


"The Happy Time" CONTINUED

# PASSION IN VALENTINO'S STYLE



**COMIC LOVE SCENE** between dashing Desmonde and Mignonette begins when she praises Valentino's movie lovemaking. Not to be outdone, Desmonde mimics Valentino, saying, "Now he approaches more closely with the eyes."



"**HE WIGGLES THE NOSE,**" he goes on. "It is no great trick to wiggle the nose, it demands only a seriousness of purpose. Now, he flutters the nostrils . . . now the teeth! And the smile, like he has just smelled a bad piece of fish."



"**NOW HE BENDS THE WOMAN** backwards, it demands only some small cooperation . . . and now he kisses her." Mignonette upbraids him for being "a man who collects garters of all women" but finally agrees to marry him.

BY APPOINTMENT  
SCOTCH WHISKY DISTILLERS TO H. M. KING GEORGE VI  
W.M. SANDERSON & SON LTD

**Sanderson's VAT 69**  
One of Scotland's Great  
Gifts to the World

*Famous the world  
over, because  
"Quality Tells"*

PARK & TILFORD IMPORT CORP., NEW YORK • BLENDED SCOTCH WHISKY • 86.8 PROOF



Front at night . . . warm sun at noon—that's ideal weather for a good crop of delicious maple syrup and sugar.

## Old-fashioned real maple sugar flavor

In the maple sugar country, folks young and old love to follow the whiff of wood smoke to the sugar house . . . to enjoy that grand treat—real maple sugar flavor.

To give you that flavor in Vermont Maid Syrup, our skilled blenders choose maple sugar with a rich, full flavor; then blend it with cane sugar. This gives you, at moderate cost, uniformly rich and delicious real maple sugar flavor. At your grocer's.

Penick & Ford, Ltd., Inc.  
Burlington, Vermont



**Vermont Maid**  
Syrup

Miss America  
says, "A LANE CHEST  
IS THE REAL  
*Love-Gift*"  
Mrs. Jacques  
Mercer  
—The Ideal Valentine Present!



Colonial design in hand-  
rubbed Mahogany, with  
tray. While they last,  
**\$47.95**

**Save \$10 on Lane's  
Valentine Special**

Thrill her on February 14 with the  
gift that starts the home. The perfect  
present for sweetheart, wife,  
daughter, mother, or sister.

**LANE** CEDAR  
NOPE  
CHEST

There is a Lane for every room, with exter-  
iors in all popular woods and finishes to  
harmonize with all types of furniture.  
Guaranteed Moth Protection. At furniture  
and department stores.

THE LANE COMPANY, Inc., Altavista, Va.  
Write Attention Dept. L26 for information, if desired.





**DINNER SETTING FOR ROYALTY**, duplicate of table she set when King Leopold of Belgium was her guest last year, was laid for a dinner party this season by La Condesa

de Revilla Comargo, who has one of Cuba's largest sugar fortunes. She wears a diamond necklace set with 24 square-cut emeralds. Solid gold candlesticks weigh 100 pounds each.





EIGHT OF CUBA'S LOVELIEST SOCIETY GIRLS GATHER IN A HAVANA GARDEN TO COMPARE NOTES ON THEIR NEW CLOTHES, MOST OF WHICH COME DIRECT FROM PARIS

## *High Society in Cuba*

The first families of Havana lead a life of elegance that the Yankee rum-and-rumba tourists never see



FULLY EQUIPPED BAR, built outdoors for a single evening party, was covered with a canopy of heavy satin.

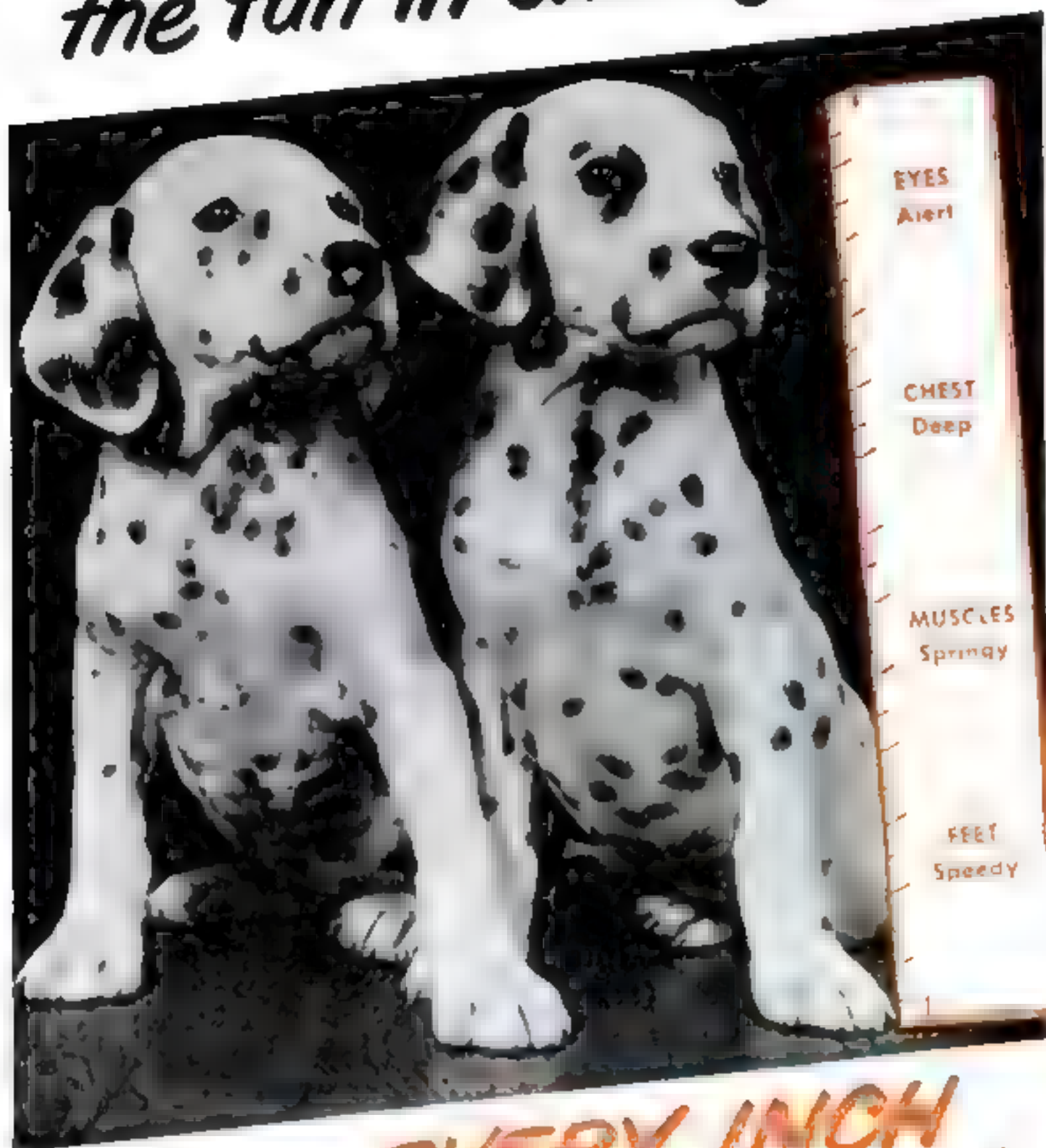
In the winter, before the bulk of American tourists arrives, Cuba's high society breaks out with some of the most elegant and lavish parties given in the Western Hemisphere. Wealthy Havanaes feel that \$5,000 is not too much to spend on a children's party and upward of \$10,000 seems justified for a successful debut. They dress their daughters in the latest Paris fashions and expect women to appear in minks and sables in the hottest weather. Although the local society reporter makes a good living describing the parties in glowing terms, most of the top affairs need no embellishment. La Condesa de Comargo (*opposite page*) last year fortified her position as Cuba's first lady of society by decorating a party for her niece with 5,000 dozen gladioli banked along the fence around her home, but Havana is still talking about the ball she gave 20 years ago for which 500 pheasants were flown in from the U.S. Cuba's season of pomp and extravagance is short-lived. By the time the rum-and-rumba tourists begin to flood the island, chic Cubans have gone into semiretirement, and Havana's best parties are over.



FULLY EQUIPPED REPORTER Luis de Posada arrives with note-taking aide, photographers, chauffeur.



There's **TWICE**  
the fun in owning dogs



...when **EVERY INCH**  
is nourished by Gaines!

The fun of being greeted with a dog full of bounce, full of life and glowing health! The fun of watching the pep in those paws, the wag in that tail. The fun of stroking a smooth, sleek coat. This is the way—the wonderful way—your dog will repay you for giving him expert care, and nourishing **EVERY INCH** of him with Gaines!

#### THIS MUCH NOURISHMENT in each pound of Gaines!

To build strong bodies—as much proteins as in 1½ lbs. fresh beef



For strong bones and teeth—the minerals that would be provided by 1¾ lbs. cheese



For energy—as much carbohydrates as in 2 quarts cooked oatmeal



For red-blooded vitality—as much iron as in ¾ lb. beef liver



For sleek appearance and glossy coat—the fats that would be provided by 1¼ ozs. butter



**Plus** ALL THE VITAMINS AND MINERALS dogs are known to need ... in more than required quantities

**GAINES COSTS LESS TO FEED**  
than any other type of dog food!



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## Cuban Society CONTINUED



**OUTDOOR BALL** for 15-year-old debutante Dolores Benítez, one of the season's biggest parties, was given for his daughter by former Cuban Army Chief



**WATCHFUL CHAPERONES**, mothers of the girls at the Benítez party (top picture), sit on terrace and watch daughters on the dance floor. Although many





General Manuel Benitez in the garden of their Havana home. Elaborate decorations and special lighting effects helped bring the party's cost to \$50,000.



Cuban girls go to American schools and pick up U.S. social customs. few defy the strict Spanish custom of chaperoning unmarried girls at social event.

CONTINUED ON PAGE 119



## Mayflower Accent

IN YOUR LOVELY WILLETT BEDROOM  
IN SOLID, SOLID MAPLE

MAYFLOWER, indeed—harbinger of happy days ahead. And how appropriate!

We buy furniture in the Mays of our lives. If we buy wisely, if we buy sound design and construction and good solid wood—its beauty grows, as does our enjoyment of it, into ripe Summer, fruitful Autumn and the hushed, restful stillness of a snowy Winter.

It's a long, long way from May to December—and your lovely Willett furniture will be a cherished companion all that long way. **YOU'LL NEVER MAKE A BETTER INVESTMENT.**

Speaking of investments, only \$378\* makes all this yours: (as illustrated) twin beds, night stand, twin dough boxes and the beautiful Papa and Mama dresser, inspired by an 1800 original in the Palmer collection. Also available in **OPEN STOCK** at proportionately modest prices.



America's largest maker of solid maple and cherry furniture for living room, dining room and bedroom.

\*Prices F.O.B. Louisville



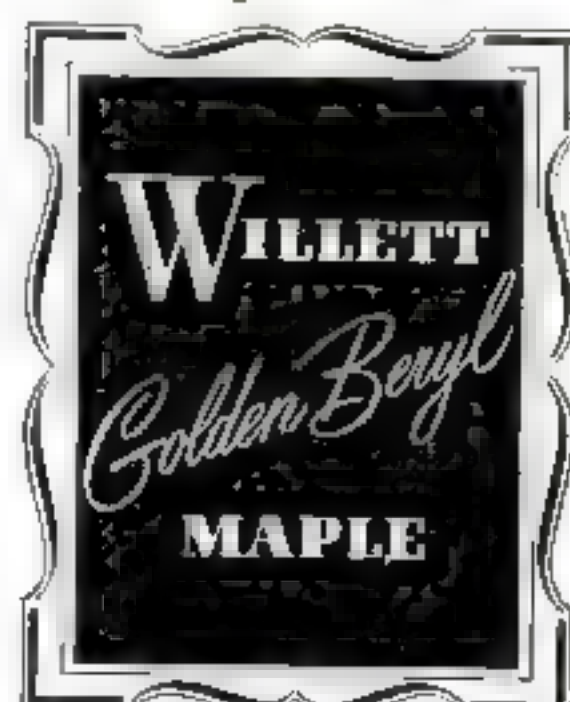
Chair \$53.00



Chest \$110.50



Bench \$24.00



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enjoy  
Smooth  
Smoking

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reveals the smoke barrier

filters the smoke  
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PUFF BY PUFF... YOU'RE ALWAYS AHEAD

Take 5 puffs

or 10...

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when you smoke

PALL MALL

Puff by Puff



You're Always Ahead

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine, mellow tobaccos—guards against throat-scratch.

OUTSTANDING — *and they are mild!*





**AMERICAN INFLUENCE** is personified by Donald Lazo, Yale '50, dancing with U.S. ambassador's daughter. His father is Cuban, mother American.



**EUROPEAN INFLUENCE** is supplied by the Marchesa de Sanfelice (white dress), wife of Italian diplomat, and Spanish Marques Compo Florido (right).

## "NEVER AGAIN WILL I TRAVEL ON LUCK"

"We were in the dining car when the conductor asked for our tickets. I pulled out my wallet, handed him the tickets, and thought I returned my wallet to my pocket.



"It wasn't till I was dressing the next morning that I discovered my wallet was gone. When had I had it last? Then I remembered—the dining car! I immediately hunted up the conductor.



"Luck was with me. Someone had found the wallet and turned it in. 'You're just plain lucky,' the conductor told me. 'Better play safe. Always carry American Express Travelers Cheques!'"

CONVENIENT AS CASH—100% SAFE

### AMERICAN EXPRESS TRAVELERS CHEQUES

MOST WIDELY ACCEPTED  
CHEQUES IN THE WORLD

- If they are lost or stolen you get a quick refund.
- Your signature is the only identification you need to spend them anywhere.
- Ask for them at BANKS, Western Union and Railway Express offices. Only 75¢ per \$100... 40¢ for \$50 or less.

*Ever try JUJYFRUITS?*

Millions have  
and they say "Jujyfruits m-m-m"

Tasty—tender  
flavorful—delicious.

On counters everywhere.

**Heide**  
QUALITY CANDIES

MADE BY HENRY HEIDE, INCORPORATED, NEW YORK, N. Y.



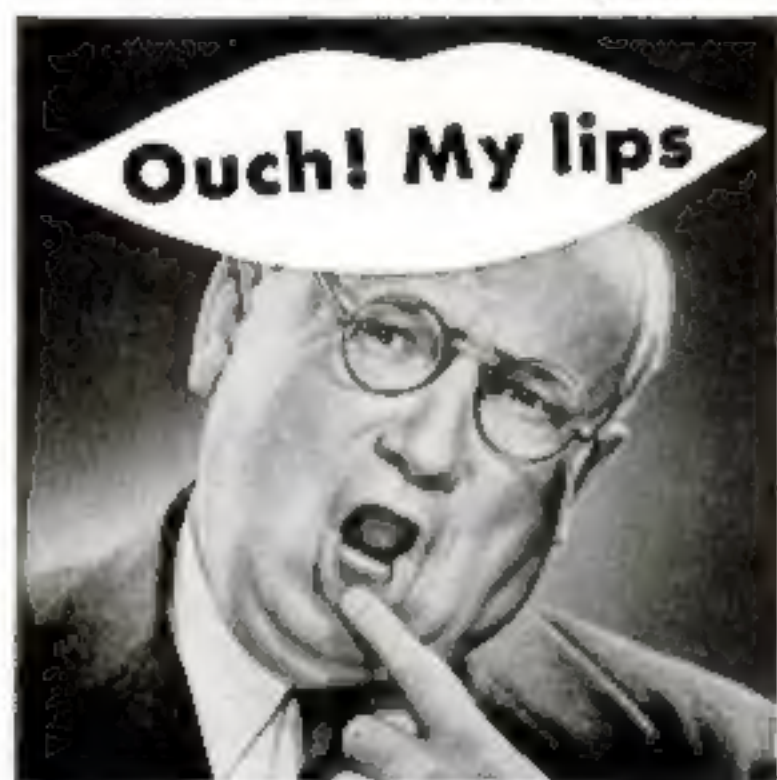


Colds and sniffles mean chafed, chapped lips. Use 'CHAP-STICK' before those tender lips get badly cracked and sore. 'CHAP STICK' for Chapped, Tender Lips



Want to share a good thing? Buy a 'CHAP STICK' for each of your friends. Every smoker knows the discomfort of dry, parched lips.

'CHAP STICK'—the Antiseptic Lip Balm



There's nothing like 'CHAP STICK' to comfort those chapped, cracked, sore lips. Specially medicated, specially soothing.

'CHAP STICK' keeps lips fit

**Sure and Swift**—that's 'CHAP STICK'. Almost at once that unmistakable relief—that smoothing, soothing comfort. Millions give 'CHAP STICK' first place for dry, chapped, weather-beaten lips—because it's specially medicated—easy to apply—more lasting in results. Best of all (very important when lips are cracked and sore) 'CHAP STICK' is the *only* Antiseptic Lip Balm.

• For cracked, chapped, weather-sore hands use 'CHAP-ANS,' the man's hand cream.



**MAN'S WOMAN'S SHIRT** worn by Patricia Donovan on LIFE's cover is a female version of male dress shirt, creates illusion girl is wearing tuxedo.



**WOMAN'S MAN'S SHIRT** which was designed by Sophie of Saks for men has anakelike ruffle and tab extension between legs to keep it from riding up.

## SEQUEL

### SOME NEW FIG LEAVES FOR ADAM

Ever since Eve, after eating the apple, took a thoughtful look at Adam and decided that his afternoon wear was too casual, women have felt obliged to do something about male fashion. Men in general have yielded to pressure as necessary, always wistfully trying to make do with last year's fig leaf whenever they could. Meanwhile women have unconsciously plagiarized the few homely ideas men have had. The most recent instance of this (LIFE, Jan. 23) was the brazen taking over of men's shirts (above, left).

Now the women have followed the theft with insult. At New York's Metropolitan Museum of Art on Jan. 13 the general staff of the female designing corps, including Hattie Carnegie, Valentina, Lilly Daché, Sally Victor and Tina Leser, opened an exhibition called "Adam in the Looking Glass." Among their suggestions for men's wear was a yellow silk jacket lined with white silk, an over-the-shoulder handbag, a white Eisenhower jacket with blue polka dots, a covert evening jacket with brown velvet lapels and some utterly delicious beachwear (below).

The reaction of most men to the exhibition was not enthusiastic, although George Schlee, husband of Valentina who designed the yellow silk jacket, said tactfully, "I can hardly wait for summer to wear it." In regard to the evening shirt (above), designed by Sophie of Saks Fifth Avenue, her husband Mr. Gimbel, president of the concern, made an immortal statement. When he was asked when he intended to wear one, Mr. Gimbel, whose first name by chance is Adam, replied, "Never!"



SUGGESTED BEACHWEAR INCLUDES A SKIRT (CENTER) CALLED A PANUNG

## PAIN

of headache, neuritis and neuralgia

## RELIEVED

**incredibly fast**  
the way thousands of physicians and dentists recommend—

## ANACIN

**Here's why**

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



**FOR BEST RESULTS SHAVE WITH..**



**DOCTORS AGREE MENTHOL IS IMPORTANT IN RELIEVING COLDS**

**LUDEN'S CONTAIN MORE MENTHOL THAN ANY OTHER COUGH DROPS**

Try the *extra* menthol in Luden's Cough Drops. See how quickly you get relief. Buy a pack today.





Now America's largest-selling  
full **5** year old  
straight Kentucky bourbon

**A**ncient **A**ge



The whiskey with **A**ge in its flavor!

Every drop *straight*. Every drop *Kentucky*. Every drop *bourbon*. Every drop patiently aged for 5 full years. Every drop evenly matured...and uniform...from sip to sip... from bottle to bottle. Ask for "double A"...get *double value*.

Straight bourbon whiskey. 86 proof. Ancient Age Distilling Co., Frankfort, Ky.

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*And every day . . . wherever you travel, the familiar red cooler is your  
HOST OF THE HIGHWAYS . . . HOST TO THE WORKER in office  
and shop . . . HOST TO THIRSTY MAIN STREET the country over.*

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